SPECIAL ISSUE: ALFRED E. NEUMAN GETS A GIFT FROM...

MAD

IND

OUR PRICE 25¢ CHEAP

No. 44 Jan. '59

Yessiree, the morning after that drinking spree, when your head is clear, you'll agree Culvert D.T.'s are better. Because when you're soused with Culvert, you don't see just them ordinary green snakes and pink elephants! What you see is that great, big, horrible hand!

© 1958 CULVERT DIST. CO., N. Y. C. • 65% GRAIN NEUTRAL SPIRITS • 35% SEWER SWILL

Culvert
RESERVE

"Above all others . . . better D. T.'s for you!"

NUMBER 44 JANUARY 1959

MAD

Kissing a girl because she lets you is like scratching a place that doesn't itch!—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **IDEAS:** Jerry De Fuccio **PRODUCTION:** Leonard Brenner
CONTRIBUTING ARTISTS: Wallace Wood Bob Clarke Don Martin Frank Kelly Freas George Woodbridge Mort Drucker Joe Orlando David Berg Alfred E. Neuman
CONTRIBUTING WRITERS: Bob and Ray Frank Jacobs Tom Koch E. Nelson Bridwell Dee Caruso and Bill Levine Al Jaffee **WAR CORRESPONDENT:** Pvt. Nick Megliola
T-SHIRT PHOTO: Larry Maleman **SUBSCRIPTIONS:** Gloria Orlando, Celia Morelli
HULA-HOOP ARTICLE REJECTOR: Melvin "Wiggles" Cowznofski

DEPARTMENTS

BOB AND RAY DEPARTMENT
Electrical Report 41
CRASH PROGRAM DEPARTMENT
The National Safety Council's Weekend Telethon 11
CRIB SHEET DEPARTMENT
Junior Editions 14
DON MARTIN DEPARTMENT
Memories of Summer
"In the Park" 16
"At The Seashore" 16
"Hunting In The Fields" 18
DRIBBLE DRIVEL DEPARTMENT
Basketball 19
GLOBALONEY DEPARTMENT
International Advertising 8
GONE TO GREAT LENGTHS DEPARTMENT
Next Year's Extra-Long Book Titles 40
GRID AND BEAR IT DEPARTMENT
How To Read Graphs 34
HOLLYWOOD DEPARTMENT
Scenes We'd Like To See 36
LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2
MARGINAL THINKING DEPARTMENT
Some Items "For Sale—Cheap" ..... **
MIND OVER MATTRESS DEPARTMENT
The Search For Sleep 37
SEASON'S GREETINGS DEPARTMENT
A Very Merry Christmas 47
And A Happy New Year 48
SIGNALS CROSSED DEPARTMENT
Walk—Don't Walk Signals 27
SNEAKY PREVUES DEPARTMENT
Coming Attractions 4
THE ROOT OF ALL EVIL DEPARTMENT
Alfred E. Neuman's Family Tree 24
WORKING PRESS DEPARTMENT
Veeble People—A "House Organ" 43
X-MISSILES DEPARTMENT
Custom-Made Christmas Cards 30
**Various Places Around The Magazine

MAD—January 1959, Volume 1, Number 44, is published monthly except February, May, August and November, by E. C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyright 1958 by E. C. Publications, Inc. The Publisher and editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

COMING ATTRACTIONS 4

MAD looks at some Coming Attractions, then sees the pictures, and decides that Coming Attractions don't always tell what's coming!

INTERNATIONAL ADVERTISING 8

An article which suggests that world tension might be eased if nations tried selling each other rather than shelling each other.

JUNIOR EDITIONS 14

Publishers of big adult magazines could put out these small-fry editions if they raised editorial standards just a little!

BASKETBALL 19

MAD had fun preparing an article on America's most popular indoor sport, then killed it for this much duller one on Basketball.

THE NEUMAN FAMILY TREE 24

MAD hires a geneologist who climbs up the Neuman Family Tree, goes out on a limb, and brings back an assortment of sour apples.

CUSTOM-MADE XMAS CARDS 30

A collection of Christmas cards which show why it's pretty tough these days attaining peace on Earth and good will toward men.

THE SEARCH FOR SLEEP 37

MAD examines methods of inducing sleep, including pills and hypnosis, then discovers most effective method of all, mainly **MAD**.

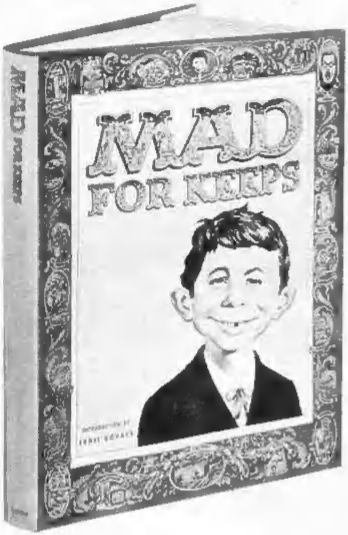
VEEBLE PEOPLE 43

Rich companies use "House Organs" to make workers happy, but they'd make 'em happier with the money them "House Organs" cost!

CATCH UP ON WHAT YOU'VE MISSED

(Mainly sleep!)

Read...



All kidding aside, gang, this hard cover de luxe Anthology of the best from **MAD** contains 128 pages of riotous material (many in vivid color) which originally appeared in the magazine through 1956 and is unavailable in any other form. So, if you want to have fun on a cold winter evening, try curling up before a roaring fire with a copy of **"MAD FOR KEEPS"** . . . and a girl! Then put away the book!

MAD ANTHOLOGY DEPARTMENT
225 Lafayette Street,
New York 12, New York

I want to have fun on a cold winter evening! Rush my copy of **MAD FOR KEEPS.** I enclose $2.95. Now, all I gotta get is the girl!

NAME_____

ADDRESS_____

CITY_____ZONE_____

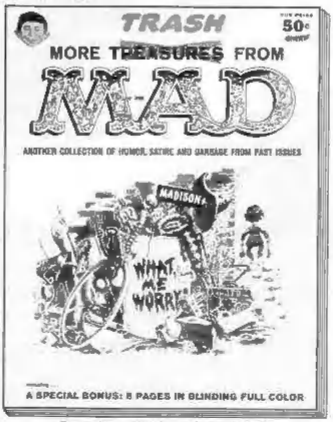
STATE_____

MORE FROM BACK ISSUES

My congratulations to the staff of MAD for giving your thousands and thousands of fans (who first started reading MAD since it switched to the wide-spread, efficient, successful distribution of Independent News Company) a wonderful opportunity to catch up on some of the best material from past issues (that were handled by a smaller, more inefficient distributor) by publishing that great 50¢ annual "The Worst from MAD" (which was my idea in the first place)! Since it was a sell-out, don't you think it would be a good idea to put out *another* annual, containing *more* great articles from past issues, and call it "More Trash From MAD"? Double-thick? Extra color plates? On sale December 16th?

Harold Chamberlain
General Manager
Independent News Co.
New York City

Where would MAD be without such great ideas, Harold! We'll do it! In fact, we're doing it, as you darn-well-know! Here's the cover! — Ed.



Coming December 16th

MAD HAIRCUTS

With an issue of MAD in his hands, the customer doesn't care *what* the haircut looks like. That's why we barbers are "mad" about MAD.

Cronley's Barber Shop
Indianapolis, Ind.

REAL COOL FANS

When A/3c Rydman and myself read MAD, we're sitting on top of the world. Mainly because we're stationed here at Thule Air Base in Greenland.

A/3c Knut H. Schaad
USAF

IND

What gives? What's with the little lady in the title of your mag pointing to the letters "IND"? What do they mean?

Jonathan Williams
Winfield, Penna.

"IND" stands for "Independent News Company," the outfit that distributes MAD to all the wholesalers around the country. Somebody's got to share the responsibility! — Ed.

SALUTE

I believe that one could become deeply depressed when starkly presented with the debaucheries of what passes for a culture if one is not blessed with a sense of humor. When a magazine such as yours examines this organized nausea for what it basically is, and presents it without succumbing to the false idealisms that so pervades what we call a civilization, then something of true ascetic value has been created. Gentlemen—I salute you!

Jerry Bourasaw
Sedro Wolley, Wash.

Sure, but for what? — Ed.

GETTING SICK OF TV? TRY READING

THE LATEST MAD POCKET-SIZE BOOK

THE BROTHERS MAD

(And Discover How Sick You Can Really Get!)

This fifth collection of humor, parody, satire, and garbage joins "The Mad Reader", "Mad Strikes Back!", "Inside Mad", and "Utterly Mad" in our insidious campaign to split your sides and rot your mind.

YOURS BY MAIL FOR **40¢**

MAIL MONEY TO: **MAD,** POCKET DEPT.,
225 LAFAYETTE ST., NEW YORK 12, N. Y.

WHO IS HE?

Nix to Jerry De Fuccio and Nick Megliola! Let Linda, Gail, and Barbara of New York have them! Who, oh, *who* is that ever-lovin' doll playing the part of the fiendish assistant in the "Horror" T-Shirt ad (MAD #42). I'll order several shirts if you'll promise to package *him* with them!

Barbara Nace
Souderton, Penna.

Ever-Lovin' Doll

That third "creature" in the "Horror Ad" is MAD's Editor himself, Al Feldstein. Above is picture as he really is. And below is picture in "fiendish" make-up. — Ed.

Fiendish Creature

MAD DEDUCTION

In filling out my income tax, I claim a deduction for MAD Magazine in the column for "Trade Literature."

Björn Petersson
Stockholm, Sweden

That's nice! What do you trade it for?—Ed.

ALMOST BUSTED A GUT

While in the hospital for surgery, my father brought me the latest issue of MAD, but I had to put it way for fear of splitting my stitches laughing.

Johnny Lunsford
Hampton, Va.

MAD JET

No wonder the Air Force Jet pilot who sent you the picture of his plane with Alfred E. Neuman painted on it requested to remain nameless. He doesn't even know what service he's in! The plane is a carrier-based F-J "Fury" Navy jet.

Arthur A. Marchino AN
U.S.S. Shangri-La, CVA-38
c/o FPO San Francisco, Calif.

INSTEAD OF GAS

I've read every issue of your magazine since I was a freshman at CCNY. I am now a senior at Temple University School of Dentistry. I plan to put MAD in my office waiting room when I open my practice. I figure my patients will be numb from laughter by the time they get to the chair.

Howard Hoffman
Philadelphia, Pa.

MILITARY GENIUS

Did you notice the fantastic similarity between your "Super Guided Missiles" *(MAD, July 1956)* and "Space Strategy and U.S. Defense: A Prophecy" by Lt. Gen. James M. Gavin *(LIFE, August 11, 1958)?* Evidently there's a military genius locked up in one of the cages at the MAD offices!

Leslie R. Naman
Fresno, Calif.

The MAD article you refer to will be included in the forthcoming annual. — Ed.

Please address all correspondence to: MAD, Room 706, Dept. 44, 225 Lafayette Street, New York 12, New York.

IT'S YOURS FREE!

That's right! When you send your 25¢ for a full-color reproduction of Alfred E. Neuman, MAD's "What—Me Worry?" kid, it comes in an envelope which is yours—free! Alfie's picture is suitable for framing, or wrapping fish, and the free envelope is suitable for sending back a nasty letter! So mail 25¢ to: Dept. What-Color? c/o MAD, Room 706, 225 Lafayette St., New York 12, N. Y.

A CHRISTMAS GIFT SUGGESTION

TO PEOPLE FULL OF THE CHRISTMAS SPIRIT

(Anybody sober wouldn't consider it!)

GIVE A GIFT SUBSCRIPTION TO MAD

WE'LL SEND THE VICTIM A CHEERY ANNOUNCEMENT TELLING WHO TO BLAME!

MAD SUBSCRIPTIONS
225 Lafayette Street
New York City 12, New York

I am full of the Christmas Spirit! Here's $2.00. Please send a 9-issue MAD Gift Subscription to:

NAME _____

ADDRESS _____

CITY _____ ZONE _____

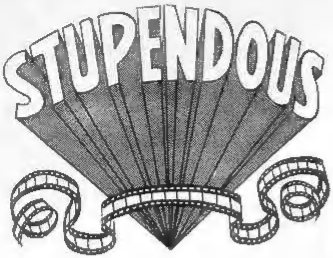
STATE _____

. . . and send a cheery announcement blaming:

NAME _____

(For more than one Gift Subscription, duplicate the above coupon. Or better still, go out and buy another copy of the mag!)

SNEAKY PREVUES DEPT.

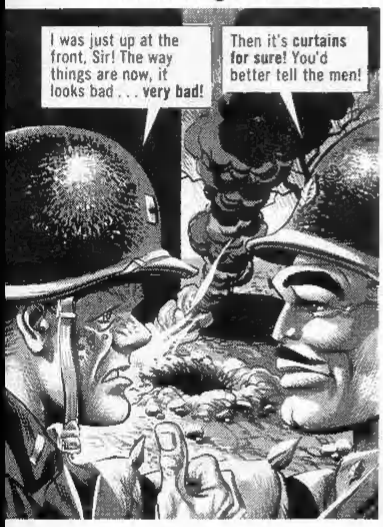


Whenever you go to a movie, you always have to sit through something called "Prevues of Coming Attractions." This is nothing more than a bunch of short scenes, especially picked out from the following week's movie, to excite you

THE COMING

. . . DON'T ALWAYS SHOW

This stirring "Prevue". . .



. . . is actually part of this longer dull scene!

**FOR SALE—CHEAP: 2000 Dot-Pictures of Famous People—CBS-TV

This dramatic "Prevue". . .

. . . turns out to be this boring undramatic scene!

and make you want to come back and see it. But what usually happens is: when you get to see the complete movie the following week, you discover that it's not nearly as exciting as the "Prevues" led you to believe! Mainly because . . .

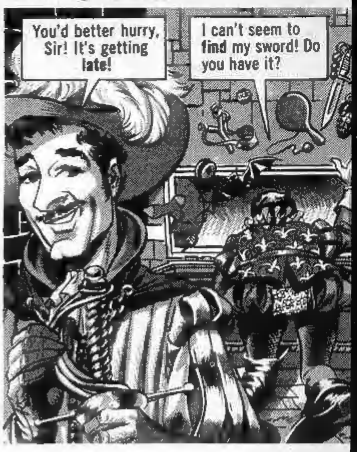
COLOSSAL ATTRACTIONS

EXACTLY WHAT'S COMING!

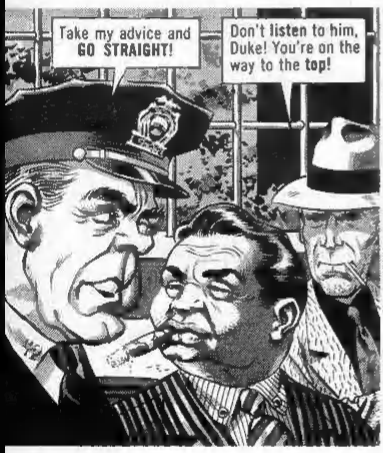
PICTURES BY WALLACE WOOD

This exciting "Prevue"...

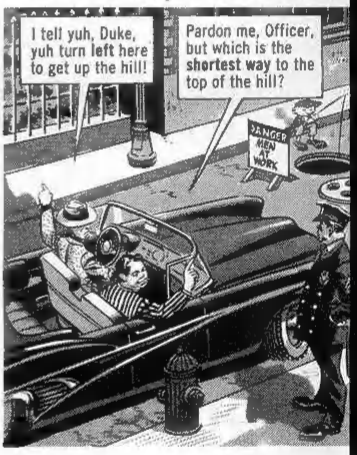
...was taken from this rather unexciting scene!



These two "Prevue" scenes certainly seem to spell "Crime"...



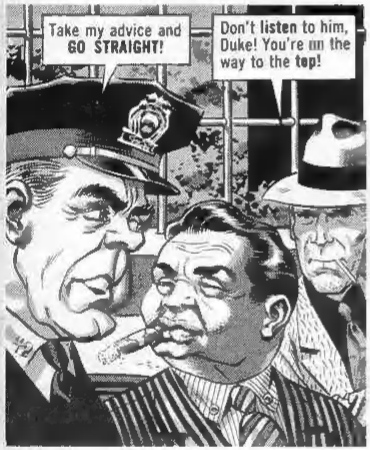
...but the only "Crime" turns

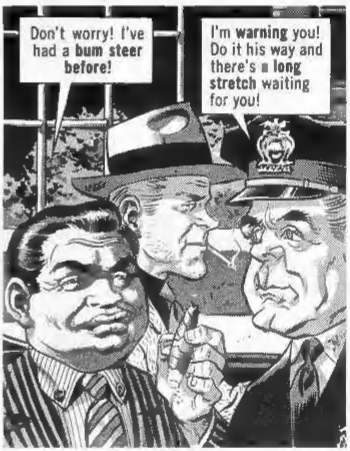


This "Prevue" of a Wild West movie promises plenty violence...

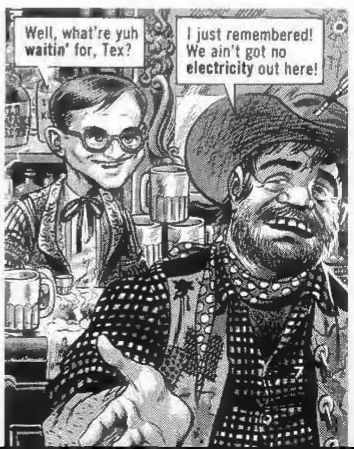
...and plenty violence is what

out to be the scene itself!





you commit when you see the scene!



The whole trouble with the world today is that nations have a hard time communicating with each other. That's because they keep trying the same old methods, like speeches, letters, conferences, am-

INTERNATIONAL

TEXT BY FRANK JACOBS

PICTURES BY BOB CLARKE

LET ME BUILD YOU UP...

FREE!

SAYS UNCLE SAM

"They Laughed at Me in the U. N.!" writes Country "X"

"Two years ago, I was a feeble nation! My constitution was weak! My industries were unproductive! Other countries at the U.N. General Assembly laughed at me behind my back! Finally I got tired of being humiliated, and decided to write to Uncle Sam!"

"Just look at me today! My constitution is strong! My industries are well-developed and productive! My population is growing! I feel great! What's more, now I'm respected at the U. N. Nobody laughs at me anymore. And I owe it all to Uncle Sam!"

DEVELOP YOUR INDUSTRIES! BUILD UP YOUR DEFENSES!

Enroll Now In

UNCLE SAM'S COUNTRY-BUILDING COURSE

UNCLE SAM
U.S.A.

Enroll me today in your "Country-Building Course". I understand that you will supply all materials and pay all expenses, and that I don't have to pay back one red cent!

COUNTRY _____ CASH NEEDED (IN MILLIONS OF DOLLARS) _____

RULER _____

POLITICAL LEANINGS _____ ☐ Check here if recently overthrown: _____

bassadors, war. The shape the world is in proves that none of these old approaches really work. If nations were smart, they'd take their cue from Big Business . . . hire an Advertising Agency, and try . . .

ADVERTISING

In these troublesome times, disaster may strike at any time! If you're a wise country, you'll take out adequate protection! In our opinion, there's only one kind of policy for you! And that's "RED STAR"! We advise you to try "RED STAR"—or else!

IT'S NEVER TOO LATE FOR PROTECTION!

The "Red Star Five-Year Plan" has already protected such happy countries as Poland, Hungary and Czechoslovakia from War-Mongering Imperialists! It can do the same for you! We protect your industries, your armies, your resources, your people, your money.

WE WILL CONVERT YOUR POLICY TODAY!

If you are already protected, but don't like the protection you're getting, we can help you convert your policy by overthrowing your present government! Call in a friendly "agent" today! There's one in your Capital now . . . nearer than you think.

RED STAR
Insurance Company (USSR*)
*Under Strict Soviet Regulations
Nikita Khruschev, President

Why Be Lonely?

Do you feel left out of things? Is the fast-moving Arab world passing you by? Then why not do what so many Middle Eastern nations are doing and join

NASSER'S FRIENDSHIP CLUB

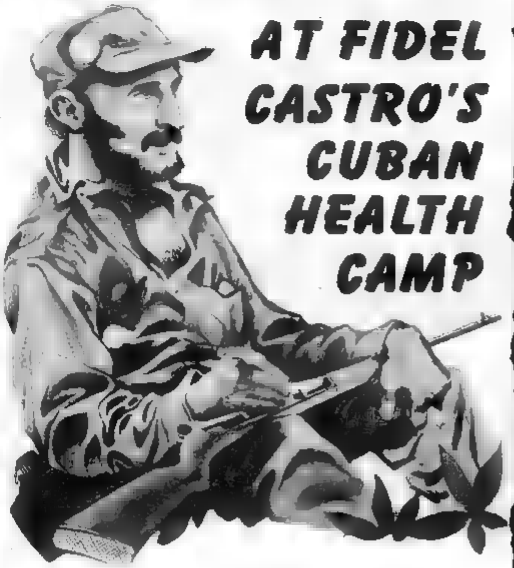
You'll [redacted] surrounded with friends who will fill your life with excitement and intrigue! You'll be swept off your feet by the rising tide of Arab Nationalism! No longer will you feel isolated from your neighbors. Everyone's joining. Why not you?

NASSER'S FRIENDSHIP CLUB

Cairo, Egypt

Branch Offices in Damascus and Baghdad

A RUGGED OUTDOOR LIFE IS YOURS!



AT FIDEL CASTRO'S CUBAN HEALTH CAMP

Are you 18 to 35 years of age, and tired of your stuffy life in the city? Does a holiday in the open appeal to you? If your answer is "yes," then join the thousands of happy rebels at CASTRO'S HEALTH CAMP! Tent out under the stars overlooking gay, glamorous Havana! Commune with Nature! Explore the countryside! Discover the excitement of foraging for food, raiding arsenals for ammunition, kidnapping hostages! The perfect place to get away from it all! Nobody (even including yourself) will know exactly where you are!

ENJOY THESE DELIGHTFUL OUTDOOR SPORTS

SHOOTING	HIKING	RUNNING	TRACKING
HUNTING	CLIMBING	SCOUTING	HIDING

FIDEL CASTRO'S CUBAN HEALTH CAMP

"Open Fifty-Two Weeks a Year"
(If they don't find us!)

SAVE! SAVE! SAVE! SAVE!

THOUSANDS OF SURPLUS EMPIRE ITEMS!

Souvenirs Relics Mementos

Here's the chance of a lifetime to pick up thousands of valuable surplus items for only a fraction of their orginal cost. Our warehouses are crammed with the remains of an Empire! We have countless old flags, old maps, old Colonels! They come from such exotic Ex-Colonies as India, Malaya, The Sudan, The Gold Coast and even East of Suez!

BUY NOW!

You'll enrich your life
(not to mention our economy!)

SPECIAL: Watch for the Cyprus Surplus List . . . out soon!

FOR FREE CATALOGUE, WRITE TO

MAC'S EMPIRE SURPLUS STORES, LTD.
LONDON, ENGLAND

Your Premier Problems are Over!

Having trouble finding a qualified Premier to run your country? If so, you can stop looking! The De Gaulle Employment Agency has a fine selection of Ex-Premiers who have had wide experience in running governments. We have a varied selection: all ages; all sizes; all political affiliations! They have nothing to do any more, so select yours now, before they get restless and start messing up my own regime!

YOU PAY NO FEE! WE SUPPLY TRANSPORTATION!

The De Gaulle Employment Agency
Paris, France
"Premiers Are Our Specialty"

This year... VISIT EXOTIC FORMOSA

MAO'S GUIDED ASIAN TOURS

. . . take you across borders and into forbidden lands of the Far East!

Everyone is talking about our recent tours to Korea, Indo-China and Tiber. In fact, they proved so popular, we're now organizing a bigger and better tour to Formosa. Sign up now, and join the hundreds of thousands of eager tourists massing on the mainland. Modern ships will whisk you across the Formosa Strait to your exotic destination . . . where the people are waiting to welcome you with eager, open arms.

EXPERT GUIDES! / ARMED ESCORTS! PLANNED PLUNDER!

SEND FOR BOOKLET "F"

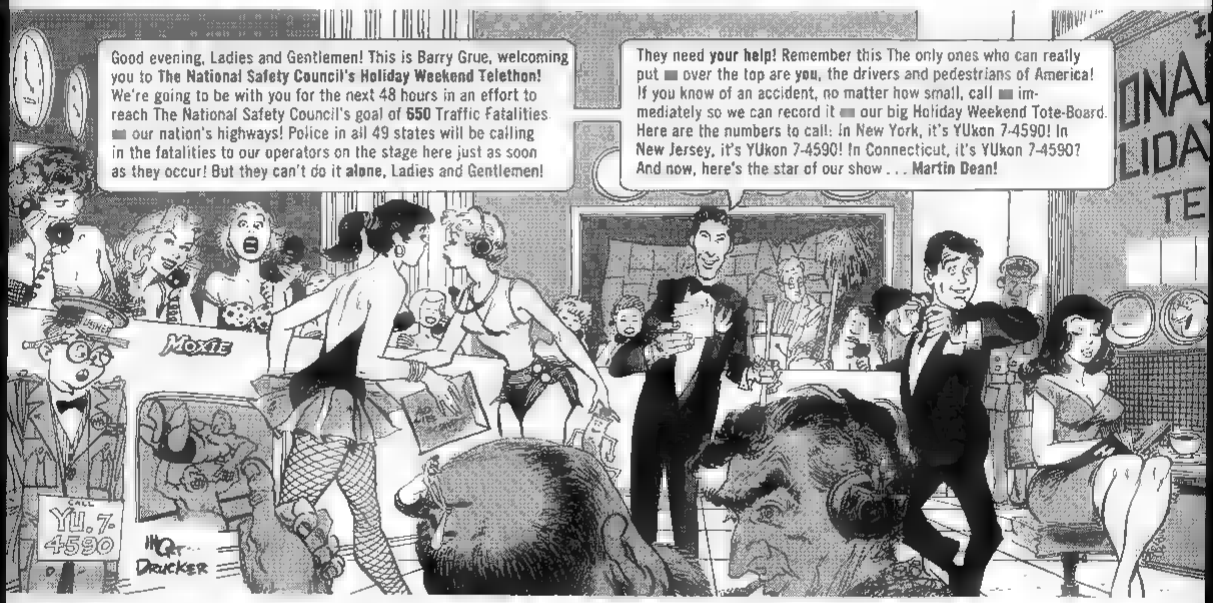
MAO'S GUIDED ASIAN TOURS
Peiping, China

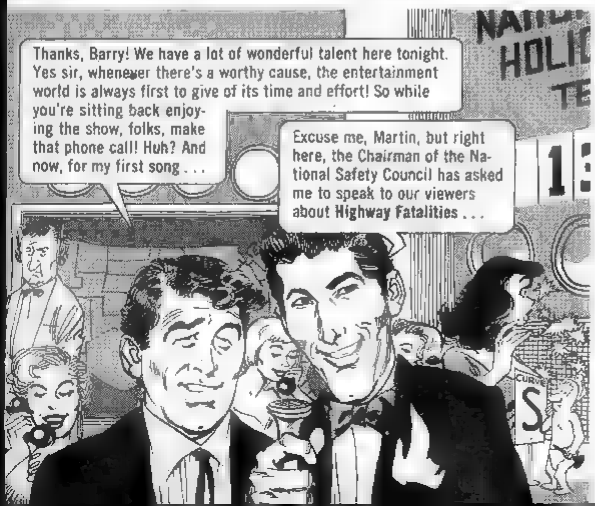
CRASH PROGRAM DEPT.

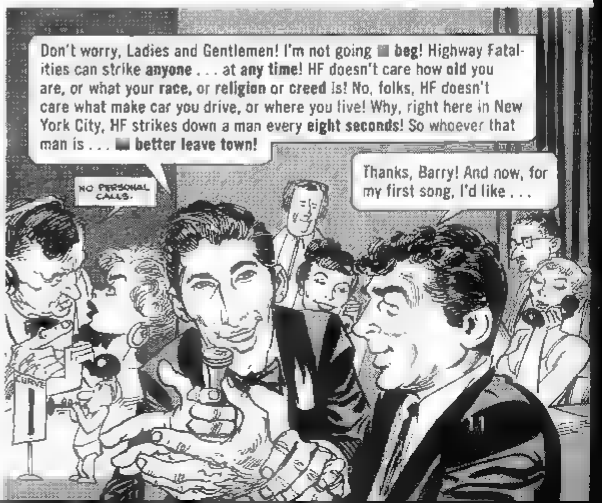
Whenever there's a big Holiday Weekend, an organization called The National Safety Council puts a damper on the thing before it even starts by predicting the number of Highway Fatalities which will occur before it's over. And what's even worse, is during the Weekend, as the reports start coming in, you find yourself unconsciously rooting for them to be right! The next thing you know, they'll be going on TV, appealing for help to meet their goal with . . .

The National Safety Council's HOLIDAY-WEEKEND TELETHON

PICTURES BY MORT DRUCKER







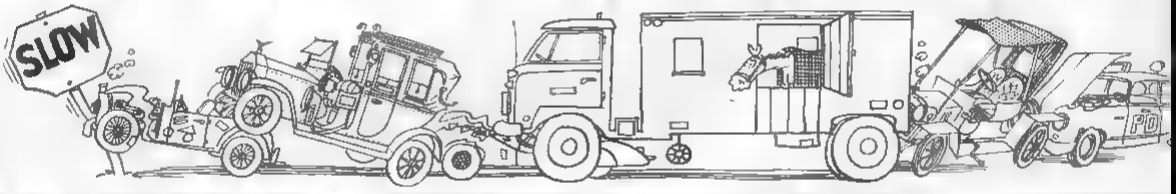
Before you sing your first song, Martin, I want to bring on a woman who has always given unselfishly of her time and effort whenever she has been called upon to do so! Here she is . . . **Miss Charity** herself! . . . **Virginia Charity!**

I know that right now, a lot of you are asking yourselves "What can I do to help? What will my little accident mean ■ that great big Holiday Weekend Toteboard?" Well, just remember this, folks . . .

If every one of you in our television audience across the nation looked into your hearts, and then went out and got involved in some sort of accident, no matter how **small!** you would bring a little joy and happiness into the otherwise cheerless lives of those poor unfortunate men who comprise The National Safety Council! The Council has predicted **650** traffic fatalities ■ our nation's highways over this gala Holiday Weekend. You know what it will **mean** to these men if this goal isn't met? It'll mean they'll all be **fired!**

Thank you, Virginia! And now for my first song, I'd like to sing . . .

Before you sing that song, Martin, I have a word for the youngsters in our audience. Kids! I know a lot of you don't drive cars, so you figure you can't bring about an accident of your own! But you can still help! You can become an accident **VICTIM!** Why not get a bunch of the kids from your block together, and go out and play on one of our nation's speedways? Will you do that for your Uncle Barry? Good! And do it **now!** It's just starting to get **dark!** You'll be harder to **see**, and easier to **hit!** Now . . . here's Martin . . .



I'll bet that right now, thousands of folks are asking themselves — "If I had an accident on a city street or a dirt road, would that accident count on The National Safety Council's Toteboard?" Well, Ladies and Gentlemen, I have been authorized to inform you that accidents on city streets or dirt roads will count, providing that you are coming from, or going to, one of our nation's highways when the accident occurs! And now, for all you people out there, here's Martin Dean to sing "Volare."

Thanks, Barry! Maestro . . .

Incidentally, folks! If you manage to crash into another car while crossing a **toll bridge** on our nation's highways, **we will pay the toll!**

Now, here's Martin . . .

Thanks, Barry! Okay, Maestro . . .

■ I can cut in here for a moment, Martin, I'd like to thank the six members of the Glutz family of Denver, Colorado, for volunteering to see the U. S. A. in their Chevrolet for us. We've just received word that they managed to run head-on into a **munitions truck** on Route 66, and that now they're all seeing the U. S. A. like they **promised!** After the explosion, one landed in Kansas, one in Utah, and the other four are spread out from Maine to the Rockies! Our thanks to the Glutz's!

Thank you, Barry! And for my first song, I'd like to sing my only hit record . . .

I'm sorry to interrupt again, Martin, but a man in Sioux City just called, and said ■ believes in the wonderful work you're doing, and wants to help! He told me that he'll drive his car off a cliff, if you'll sing **"Volare"!**

How many people are in the car with him?

TOTEBOARD

160

200

SAFETY ZONE

While we're waiting for the band to find the music so you can sing "Volare," Martin, here are some donations I'd like to read over the air. Just a few minutes ago, the Carhops at Howard Johnsons on The Pennsylvania Turnpike all got together and donated a Head-On-Collision in their parking lot! In fact, the accident isn't over yet! Cars are **still** piling up!

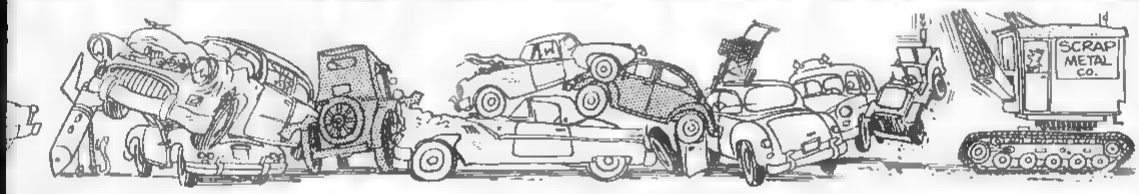
Thanks, Barry! And now, for that guy in Sioux City, here's my first song . . .

281

Excuse me, Martin, but I've just been asked to announce that you people at home are tying up our lines by calling in **MINOR** accidents! We must remind you that The National Safety Council does not recognize minor accidents in their tabulations! Only Highway **Fatalities** can be used to reach our goal here on the great big Holiday Weekend Board!

Thanks, Barry! And right now . . .

US 101



428

Before I sing my song, I've been asked to thank the following programs for relinquishing their time so that we could bring you this telethon: "Panic" — "Shock Theatre" — "Inner Sanctum" — and "The Loretta Young Show"!

And now . . . Maestro . . .

Many people have asked what the men of the National Safety Council do when they're not totalling Holiday Deaths or composing maudlin safety slogans. Well, folks, these men never rest! During the slow seasons, they don't sit idle! They're out there, touring the country, tabulating deaths from plane crashes, drownings, avalanches, earthquakes, lynchings, tooth paste bomb explosions . . .

372

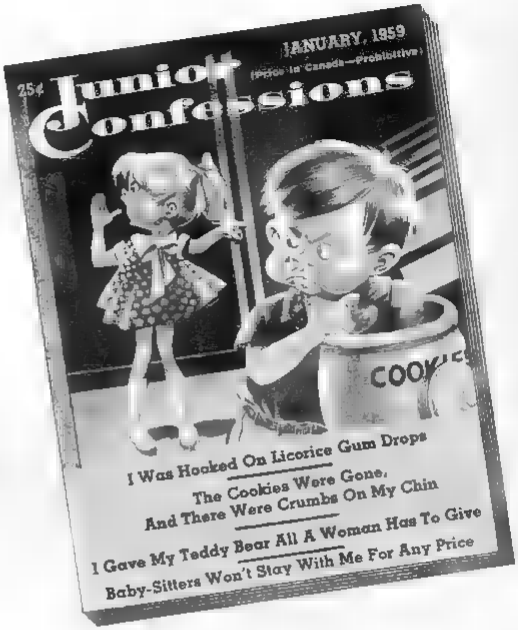
Folks, before I sing my song, I'd just like to say that we've only got 47 hours left to ■ on our gala Holiday Weekend Telethon. Don't be a slacker, and just sit home and watch the show! Get out on our nation's highways, where the action is! ■ you're a family man, take the wife and kids! Remember The National Safety Council's slogan: **"A family that drives together — dies together!"**

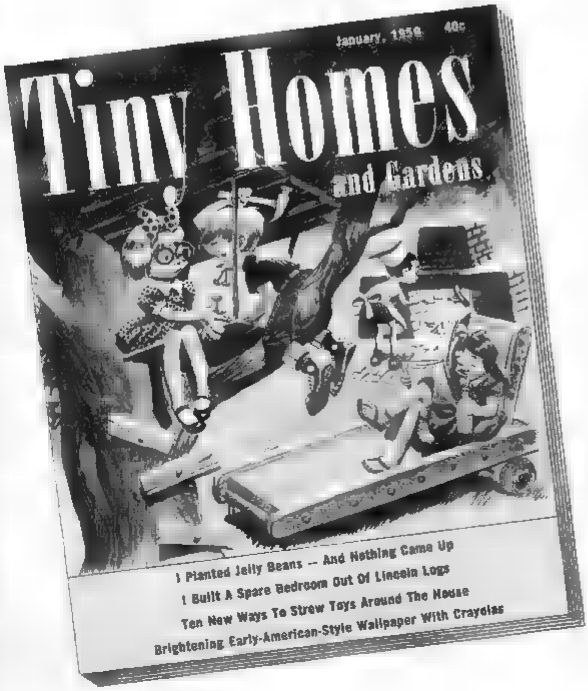
CRIB SHEET DEPT.

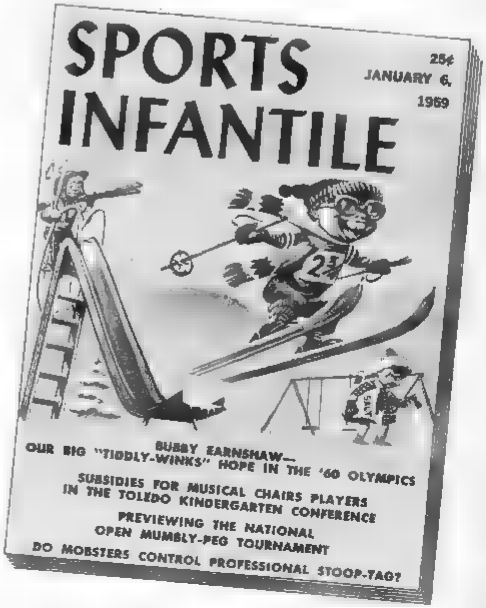
P. T. A. Groups, Child Psychologists, and Mrs. Luther C. Rumsey of 327 North Oke Street, Piqua, Ohio, continue to view with alarm the increasing number of dangerous and horrifying magazines that are being put on the newsstands for our innocent children to read. Yet, in spite of this indignant outcry, nobody lifts a finger to give the younger generation anything better in the way of reading matter. In this article, MAD shows what the results could be if the big, rich, popular adult magazines took this responsibility upon themselves, and began issuing . . .

Junior Editions

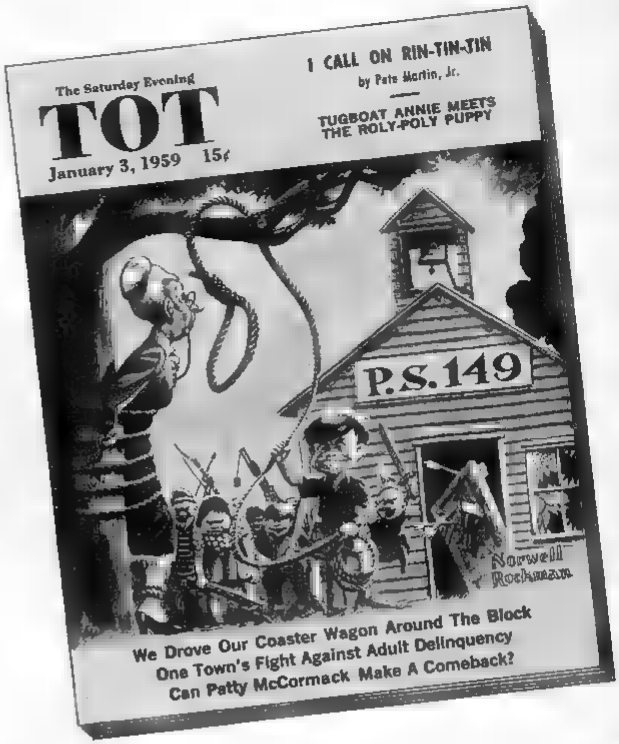
PICTURES BY WALLACE WOOD







**FOR SALE—CHEAP: 23 Bushels of Shaved Peaches—REMINGTON-RAND INC.



**FOR SALE—CHEAP: 100,000 Davy Crockett Hats—WALT DISNEY

Now that the hot air has passed (with Electioneering over), and Winter's chill is upon us, MAD's maddest artist, Don Martin (who still wears ear-plugs, comes to the office

MEMORIES

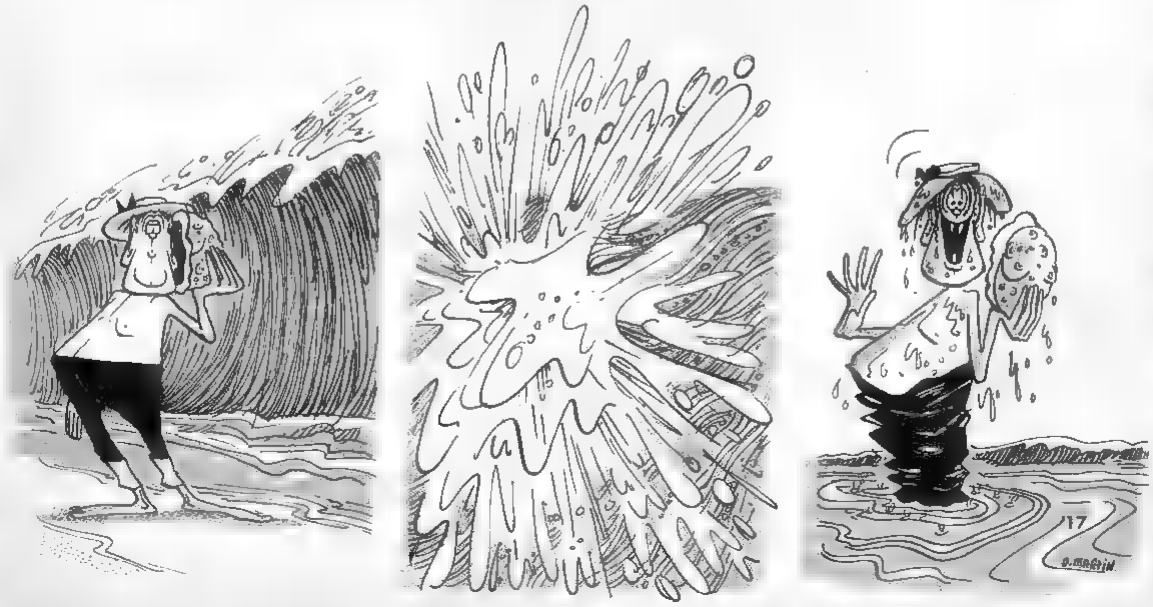
In The Park

At The Seashore

with a beach ball, and uses citronella as after-shave lotion), indulges in a bit of nostalgia and melts your heart like last July's frozen custard with his own personal

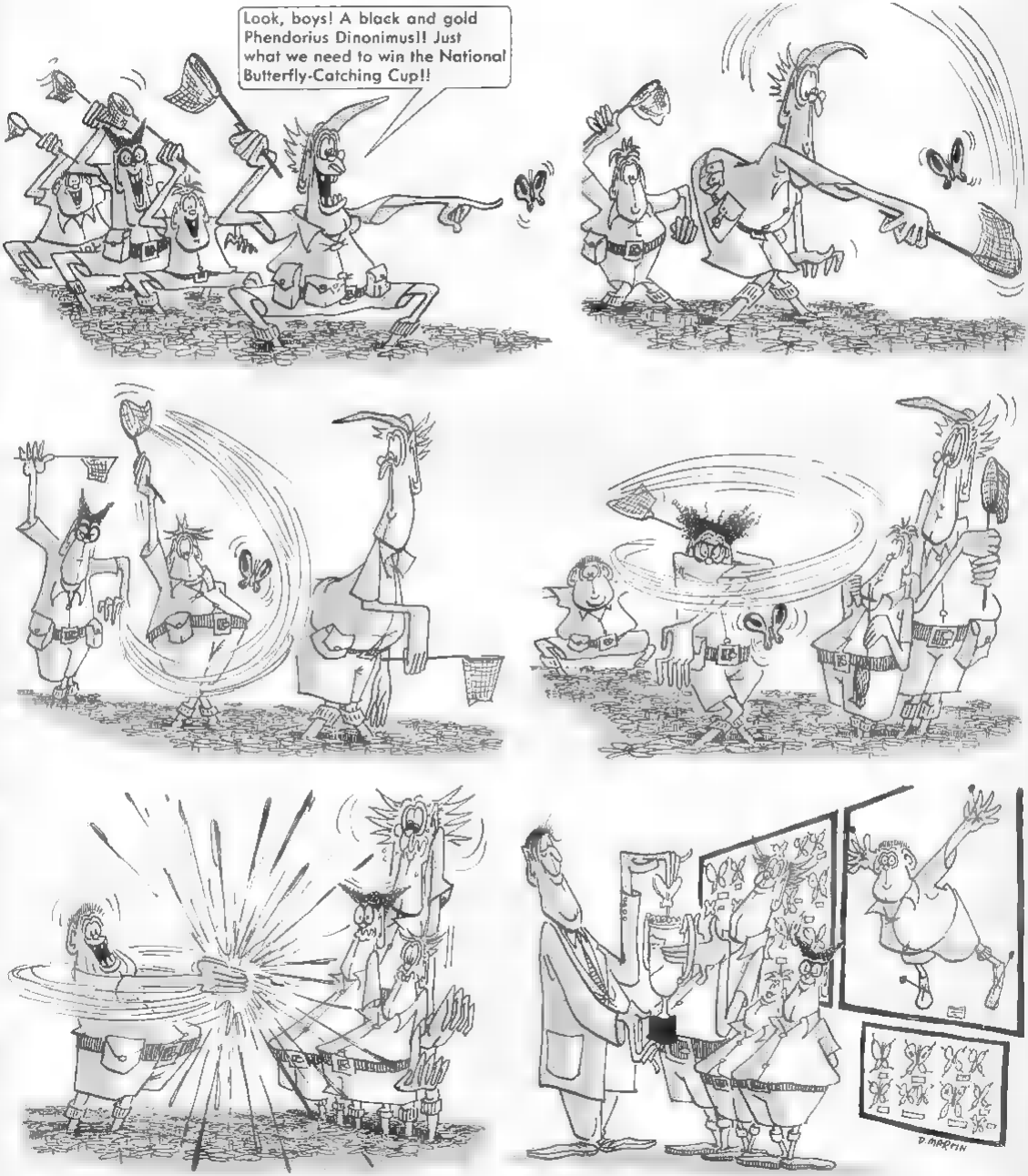
OF SUMMER

**FOR SALE—CHEAP: The MAD TV Show—PAT WEAVER



DON MARTIN'S MEMORIES OF SUMMER (CONT.)

Hunting In The Fields



Note fast, exciting, skilled action of Basketball players in the candid picture above. Note also this is picture of pre-game warmup, which is usually better than real game.

BASKETBALL

A FAST, EXCITING, HIGHLY-SKILLED SPORT

PICTURES BY GEORGE WOODBRIDGE

Because of Basketball's high speed and intense rivalry, many uninformed fans miss the best parts. With this article, MAD reveals and explains some of the more fascinating "inside" facts about the game, so that now the neophyte enthusiast can keep pace and enjoy our great American indoor sport.

Picture at right shows close-up view of "informed" Basketball fans enjoying the best parts of this exciting sport.

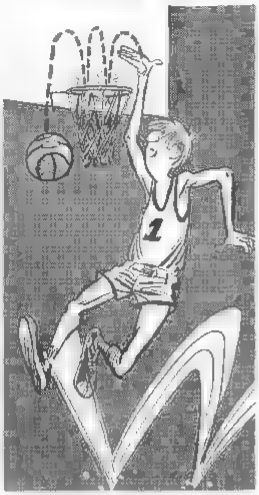
EXPERT BALL-HANDLING AD

ACCURATE SHOOTING RUNS UP HIGH SCORES

Scoring points (by tossing the ball in the basket) is the aim of the game, and all players are skilled in this art. Here are the basic shots, demonstrated by All-American Richard Furd, lovingly dubbed by fans as "Deadeye Dick."

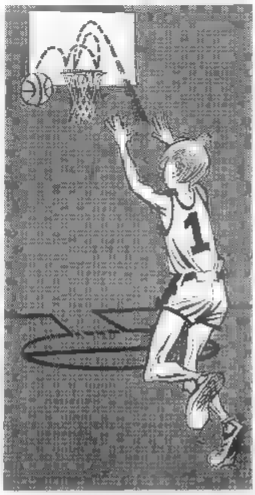
When an opening in the defense is found, the player can move in for an easy . . .

LAYUP SHOT



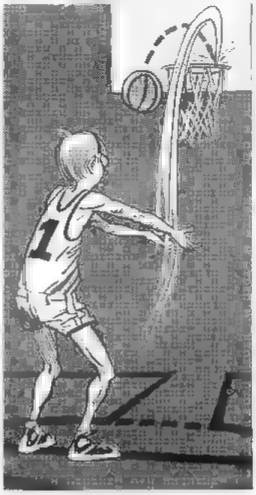
When the defense is tight, the player can move to the outside and try an easy . . .

SET SHOT



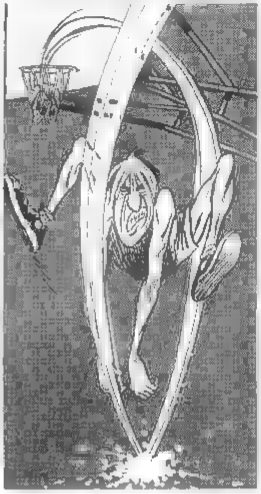
If a player is fouled, he is allowed a free chance to score with an easy . . .

FOUL SHOT



When none of these shots are successful, the player will usually resort to the

SOREHEAD SHOT

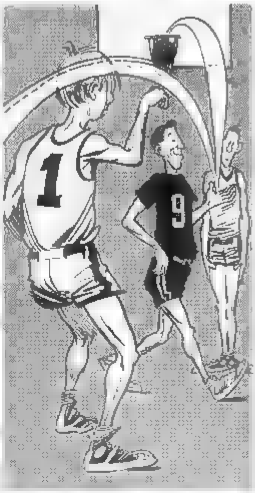


DECEPTIVE PASSING KEEPS PLAYERS ALERT

Passing is an important part of the game, as it is used to set up plays and move the ball quickly down the court. Here are the basic passes, demonstrated by All-American Richard Furd, lovingly dubbed by fans as "Tricky Dicky."

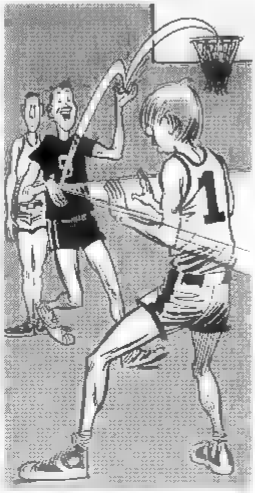
When the defense is open, the player can reach his teammate with an easy . . .

OVERHAND PASS



When the defense is tight, the player can reach his teammate with a harder . . .

BULLET PASS



When neither of these two passes succeed, the player will usually resort to the

BOUNCE PASS

**FOR SALE—CHEAP: 1,000,000 Unsold Hula-Hoops—ART LINKLETTER

DS TO BASKETBALL'S THRILLS

FANCY DRIBBLING HELPS WIN GAMES

Fancy dribbling can help win games when it is skillfully used to fake out the opponent and set up a scoring play. Here is some fancy dribbling, as demonstrated by Richard Furd, which effectively shows how it can help win a game.

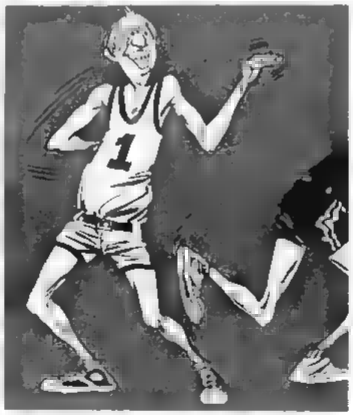
Furd (No. 1) dribbles down the court...

Opponent (No. 2) lunges for the ball...

Furd starts a fancy backward dribble...

Deftly transfers ball to other hand...

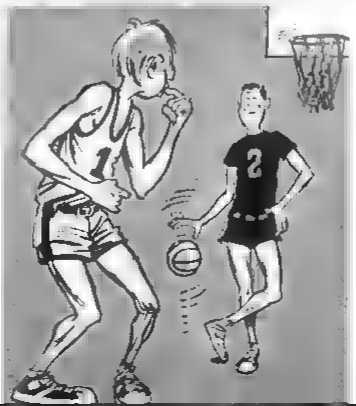
Still dribbling, sidesteps opponent...



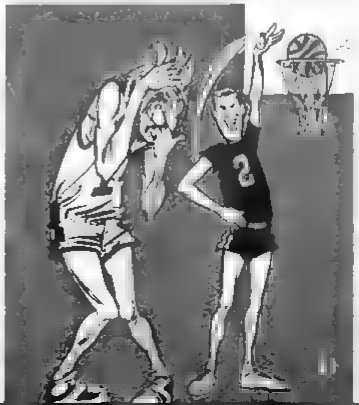
Still dribbling, heads for the basket...

Changes mind when he finds ball gone!...

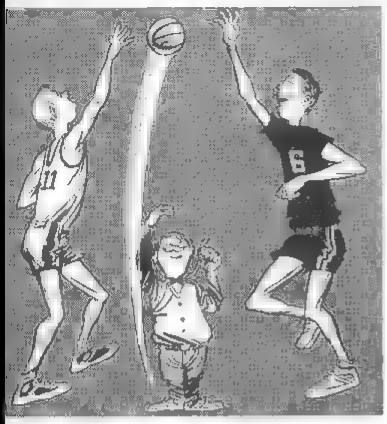
Dick Furd's fancy show-off dribbling...



Helps win game for the opposing team...

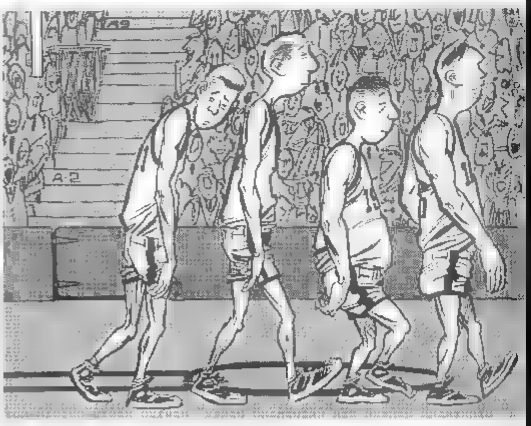


NOW LET'S SEE HOW THIS FAST, EXCITING,

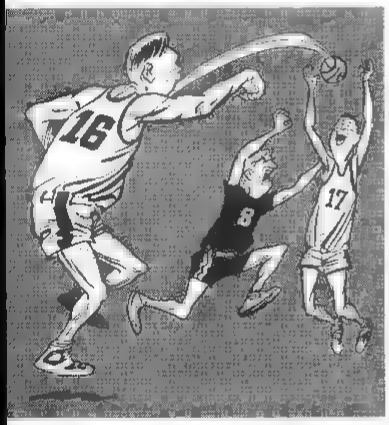


Referee centers ball and . . .

. . . **TWEET!** . . .

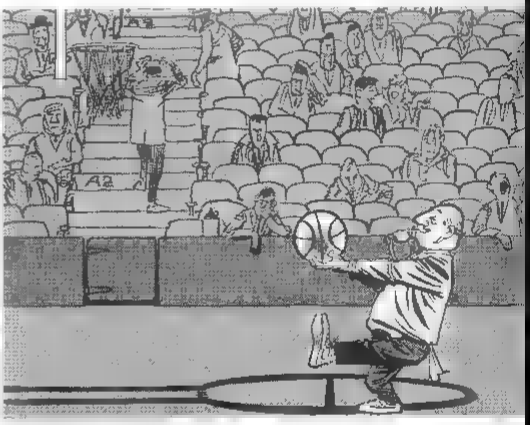


Hacking foul is called on No. 11, so everyone has to

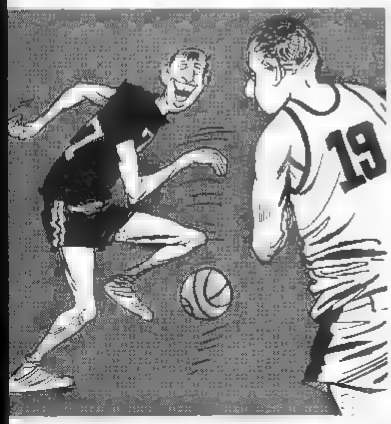


No. 16 tosses out ball and . . .

. . . **TWEET!** . . .

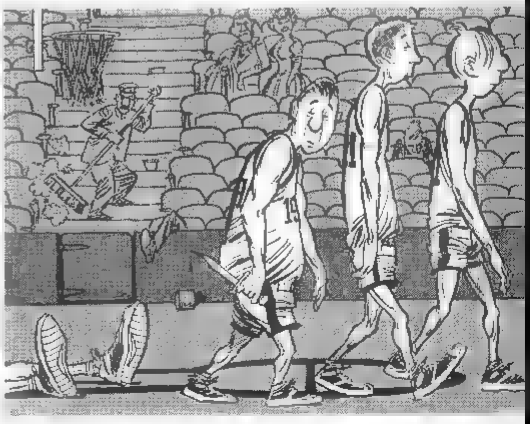


Holding foul is called on No. 8, so now everyone has



No. 7 starts to dribble and . . .

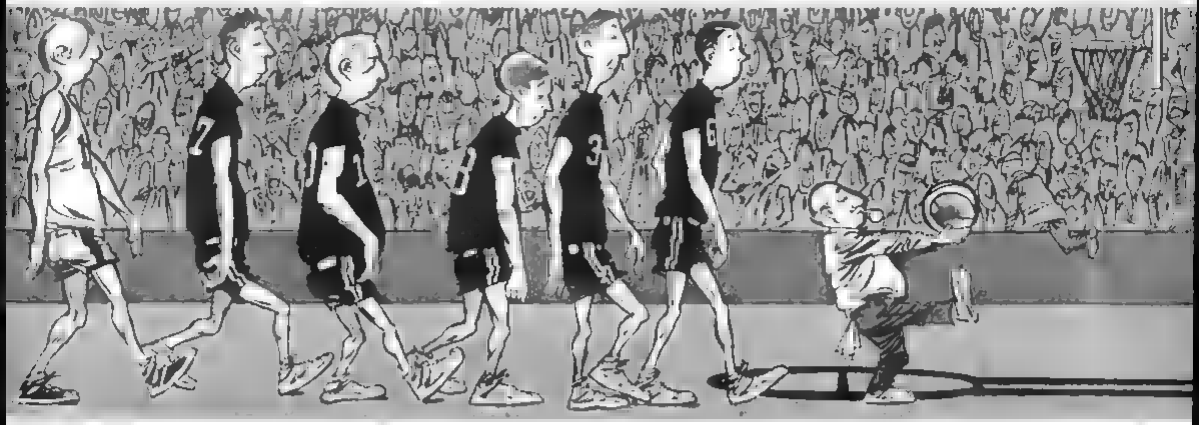
. . . **TWEET!** . . .



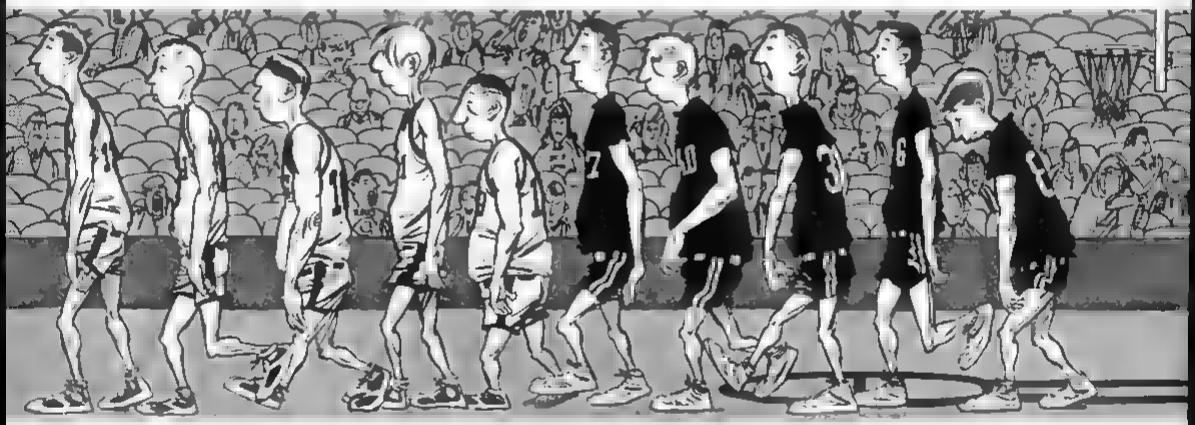
Foulest foul is called on No. 19, so everyone must

AND THAT'S HOW THIS FAST EXCITING GAME GOES

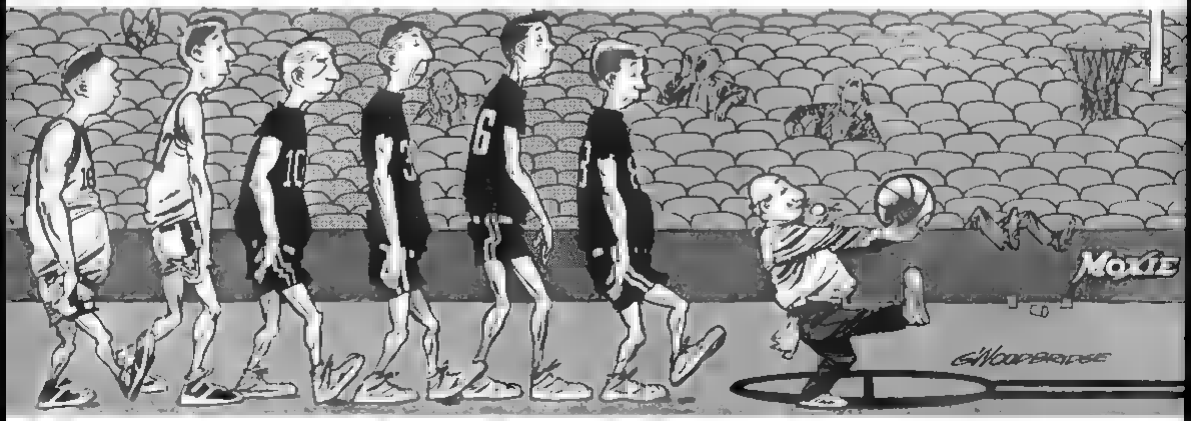
ACTION-PACKED GAME IS ACTUALLY PLAYED



march down court to take proper place for foul shot by No. 6. (He sunk it! Now it's the other team's ball!)



to march down to other end of court for foul shot by No. 17. (He missed! Ball is recovered by other team!)



march back the other way to take proper place so that Captain of victim's team can shoot Technical Foul.

. . . PARADING BACK AND FORTH TO SHOOT FOULS!

Hardly a day goes by that letters don't pour into MAD's palatial tenement offices from deficients all over the country asking: "Just who is this Alfred E. Neuman?" "Where did he come from?" "What does he want?" "Who cares, anyway?" etc. In answer to this great upsurge of interest in the subject, MAD has employed a Geneologist (who works cheap) to investigate Alfred's background and fill us in on

Alfred E. Neuman's FAMILY TREE

PICTURES BY WALLACE WOOD

ALFRED THE HUN
453-513
Stayed home in Mongolia and operated a black market lichee nut shop, while Attila's hordes conquered the known world.

ALFRED THE CHICKEN-HEARTED
1193-1258
Started out on Second Crusade. Made mistake of trying to ford stream three miles from home with armor on.

1417-17-11-19-4
Attempted to print first book from moveable type. Gave up when he discovered he couldn't read

CHRISTOPHER NUMUNBUS
1462-1513
Sailed Westward in 1492 searching for short route to Indies. Through poor navigation, discovered Sweden

AMERIGO NUMANUCCI
1470-1526
Read of discoveries of kinsman Christopher Numunbus, was convinced it proved Earth was flat, and spent rest of life searching for edge.

MICHAELANEUMAND
1508-1562
Commissioned to paint ceiling of Sistine Chapel, mistakenly painted ceiling of building next door, which was condemned and torn down the following week.

ELDER NEUMAN
1584-1658
Convinced the "Mayflower" was unseaworthy, remained in England and went bankrupt in the Used Galoshes business.

SIR ISAAC NEUMAN
1602-1681
Disagreed with Newton's Law of Gravity, spent 45 years in futile effort to prove things could fall up

BENJAMIN NEUMAN
1707-1793
Successfully flew a kite during a storm, and thereby proved the existence of wind.

GENERAL GEORGE NEUMAN
1732-1793
Crossed the Delaware with a ragged army, and passed Washington going the other way

PAUL NEUMAN
1733-1781
Waited to bring the news to every Middlesex village and farm, then forgot whether two lamps meant by land or by sea, so he went home

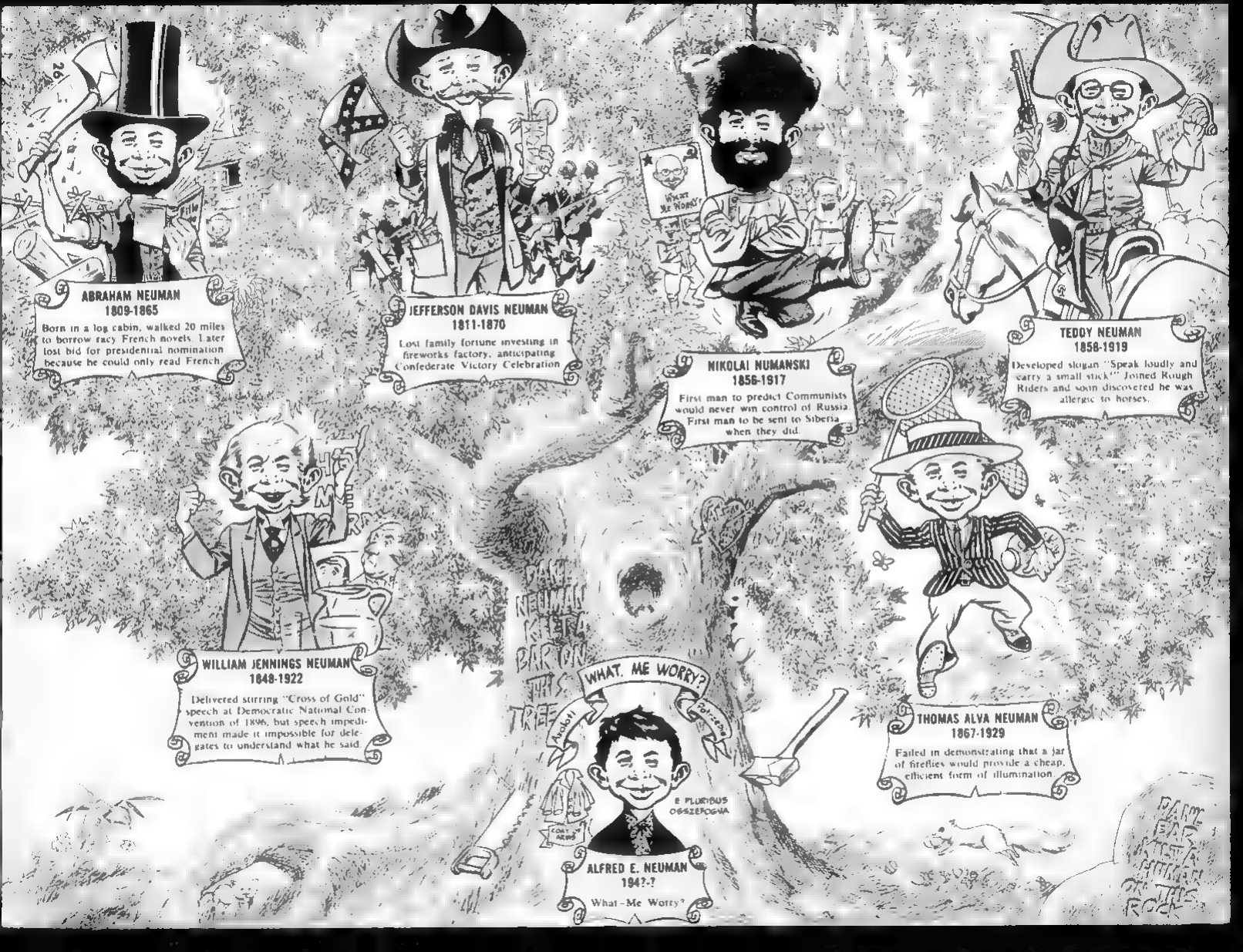
PATRICK NEUMAN
1742-1801
Seeking to avoid public censure, yet convinced the Colonies would lose The Revolution, became only man to sign the Declaration of Independence in disappearing ink

DON'T TREAD ON ME

WHAT ME WORRY?

TAXATION WITHOUT REPRESENTATIO IS FOOBAR

You'll find the root of all this evil on the next page


ABRAHAM NEUMAN
1809-1865
Born in a log cabin, walked 20 miles to borrow racy French novels. Later lost bid for presidential nomination because he could only read French.
JEFFERSON DAVIS NEUMAN
1811-1870
Lost family fortune investing in fireworks factory, anticipating Confederate Victory Celebration
NIKOLAI NUMANSKI
1856-1917
First man to predict Communists would never win control of Russia. First man to be sent to Siberia when they did.
TEDDY NEUMAN
1858-1919
Developed slogan "Speak loudly and carry a small stick!" Joined Rough Riders and soon discovered he was allergic to horses.
WILLIAM JENNINGS NEUMAN
1848-1922
Delivered stirring "Cross of Gold" speech at Democratic National Convention of 1896, but speech impediment made it impossible for delegates to understand what he said.
THOMAS ALVA NEUMAN
1867-1929
Failed in demonstrating that a jar of fireflies would provide a cheap, efficient form of illumination.
WHAT, ME WORRY?
Avoiding
Parrying
E PLURIBUS OBSZEPOSHA
ALFRED E. NEUMAN
194?-?
What-Me Worry?

SIGNALS CROSSED DEPT.

FIRST, THEY WENT TO WORK ON THE DRIVERS WITH "RED LIGHTS," "GREEN LIGHTS" AND "AMBER LIGHTS." THEN THEY CAME UP WITH TRAFFIC SIGNS LIKE...

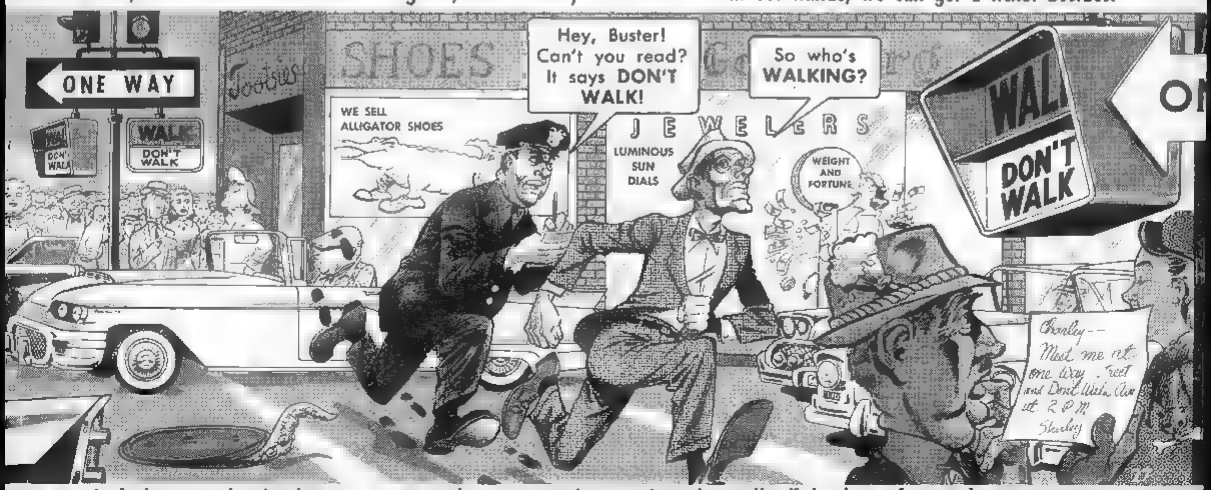
Now, they're starting to work on us pedestrians with these undemocratic and dictatorial...

"WALK—DON'T WALK" signals

It was bad enough back in the old days! Whenever we crossed the streets then, we took our lives in our hands!

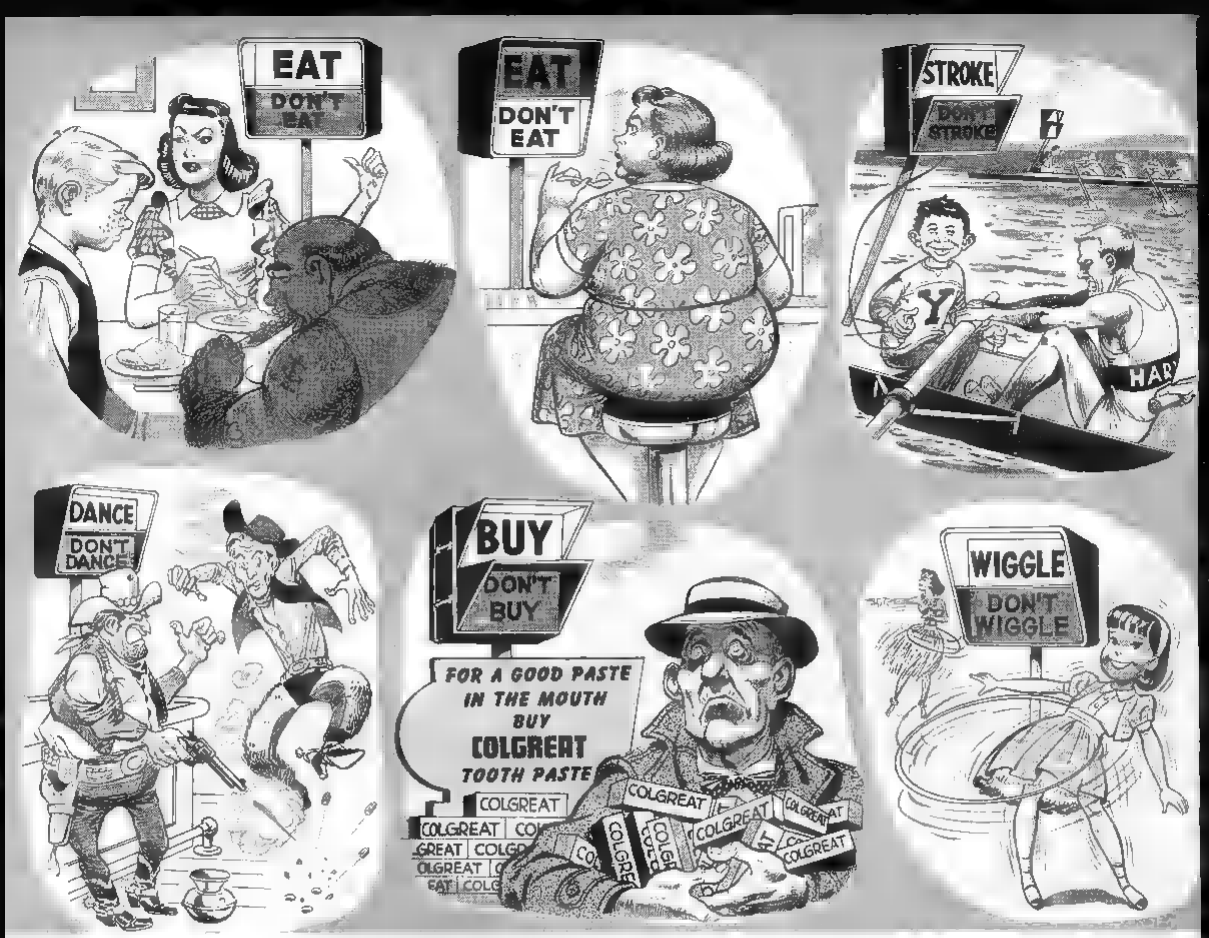
STORY AND PICTURES BY DAVID BERG

Now, with "Walk—Don't Walk" signals, we not only take our lives in our hands, we can get a ticket besides!

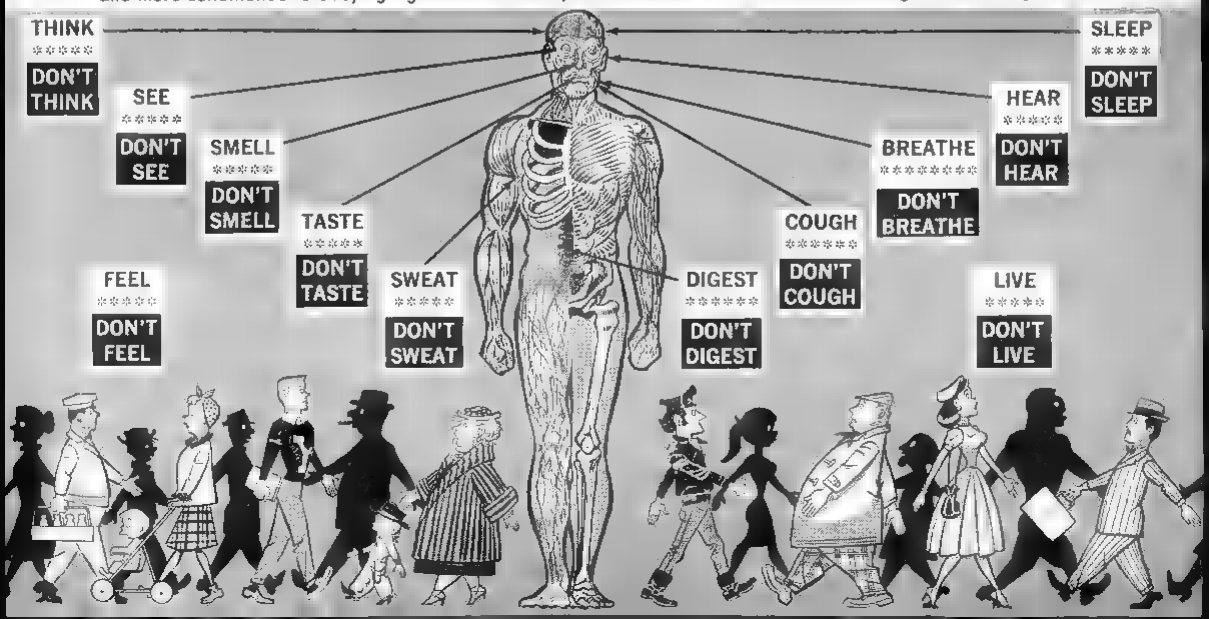


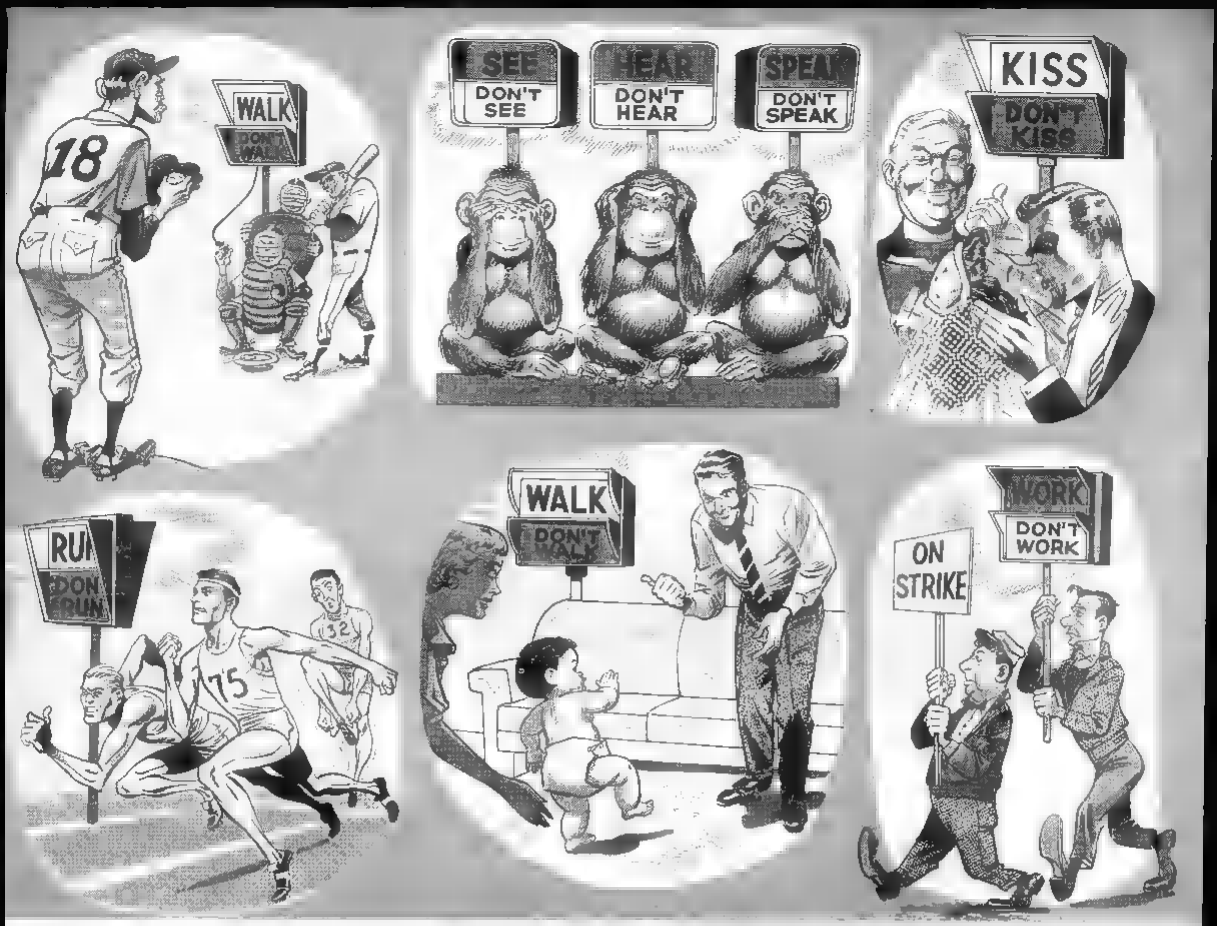
And this is only the beginning! Turn the page and see what this will all lead to if something isn't done!

★★FOR SALE—CHEAP: Blueprints for Modern Skyscraper in Venice—FRANK LLOYD WRIGHT



Gradually, our central nervous systems will become more and more conditioned to obeying signals. And in time, we won't be able to perform the simplest functions . . . even natural ones . . . without receiving an official "go-ahead."





So if you don't want us to become a nation of automatons, there's only one solution, as MAD sees it. And that is:

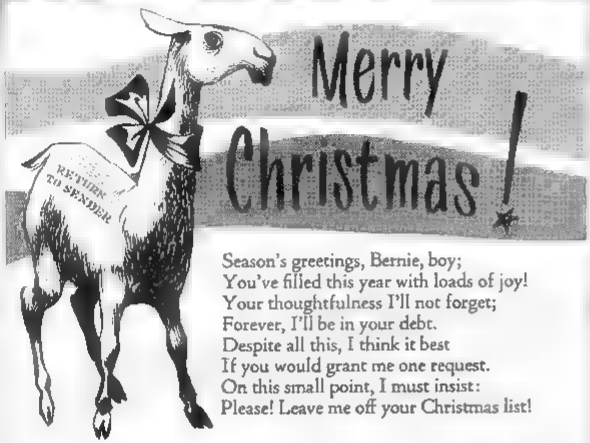
Organize a boycott! Whenever you have to cross a street,

DON'T WALK — RIDE!

Every Christmas season brings thousands upon thousands of Christmas cards with happy little rhymes. These cards are designed to please the public, enrich the manufacturers, and mainly drive one out of every five postmen completely

Custom-Made C

From: SHERMAN ADAMS
To: BERNARD GOLDFINE



Season's greetings, Bernie, boy;
You've filled this year with loads of joy!
Your thoughtfulness I'll not forget;
Forever, I'll be in your debt.
Despite all this, I think it best
If you would grant me one request.
On this small point, I must insist:
Please! Leave me off your Christmas list!

From: ELFRIDA Von NARDROFF
To: CHARLES Van DOREN

As this, my most successful year,
Draws to a close, I send you cheer.
We both did well on "Twenty-One,"
And each walked off with quite a sum.
But mine, I am reminding you,
Was much the larger of the two!
Which proves, as nothing better can:
The "stronger sex" is NOT the man!

From: NIKITA KHRUSHCHEV
To: MARSHALL TITO

Ring in the new; Ring out the old!
C'mon there, Tito, join the fold!
Because we're different shades of Red
Doesn't mean our friendship's dead;
No one's really mad at all,
So come on over! Pay a call!
Just don't pack too much in your grip;
You'll find you're on a one=way trip!

PICTURES BY BOB CLARKE

**FOR SALE—CHEAP: Good Republican Cloth Coat—Worn Only Once—PAT NIXON

out of his mind. Most people buy up dozens of identical cards to send to friends. However, some people (the rich ones!) prefer an individual approach. They send out cards with special poems. F'instance, we intercepted these . . .

hristmas Cards

From: COL. TOM PARKER
To: ELVIS PRESLEY

This Christmas is a sad affair
'Cause I am here and you are there.
Yes, since the Draft Board took you, Boy,
The passing days hold little joy.
My income, now, is far from gay
With ten percent of Army pay.
The way you sang, I thought you deaf!
I was so sure you'd be 4-F!

From: THE GOVERNOR OF TEXAS
To: THE GOVERNOR OF ALASKA

We used to be the biggest, son,
But now they say you're number one!
We never heard of you before;
Did you fight in the Civil War?
The oil we got is mighty nice;
How rich can you get drilling ice?
Son, forty-eight's a nation, proud;
But forty-nine just makes a crowd!

From: JIMMY HOFFA
To: SENATOR McCLELLAN

As head of all the Teamsters, I
Am forced to say, "You're quite a guy!"
Our meetings down in Washington
Have really been a lot of fun!

There's just one thing I'd like to say —
If ever there should come a day
You have to move, and need a **truck**,
Then Senator, **you're out of luck!**

From: THE BOROUGH OF BROOKLYN
To: THE LOS ANGELES DODGERS

From: ED SULLIVAN
To: STEVE ALLEN

Now's the season to be friends,
So Stevie, boy, let's make amends.
Let's stop the fighting, stop the hating.
Stop the battle for that "rating."
Oh, by the way, you may not know
I just signed up Brigitte Bardot,
Richard Nixon, Lucille Ball,
Jayne Meadows and Charles de Gaulle!

From: MAD
To: ITS IMITATORS

Christmas seems the time to raise
Our voices in respectful praise
To thank you for your helpfulness
In making MAD a great success;
Before you came, our readers had
No way of telling MAD from "Sad"!
We'd thank each one of you by name
Except that you all look the same!

FOR SALE—CHEAP! Plant for A Stadium in Chavez Ravine—WALTER O'MALLEY

Pick up your favorite newspaper, magazine, or Stockholder Report, and what do you find? Graphs! What are graphs? Graphs are diagrams that show statistics. When are graphs used? Graphs are used: (1) whenever an editor's too stupid to put something in writing; (2) whenever there's an idle artist sitting around; and (3) whenever there's ■ blank space that needs filling. You can see, therefore, that it is important that you understand graphs . . . especially if you can't read! So, since there's ■ blank space that needs filling, since there's an idle artist sitting around, and mainly since your editor's too stupid to put something else in writing, here is an article which teaches you . . .

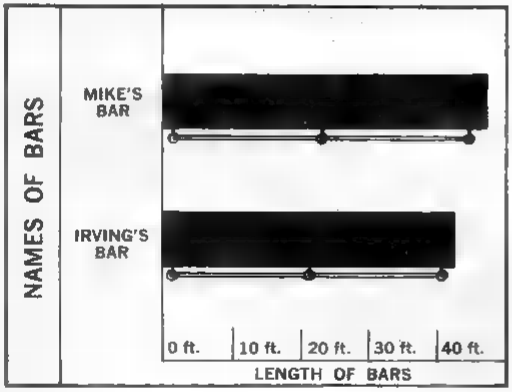
HOW TO READ graphs

There are several different types of graphs. In order to fully understand each type, first we'll show how each is used, and then we'll interpret the information each type contains. When we're finished, you can explain it to *us!*

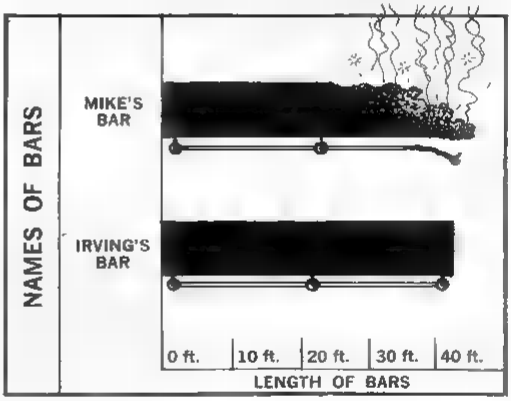
THE BAR GRAPH

THE BAR GRAPH ■ HELPFUL WHEN SHOWING THE COMPARATIVE LENGTH OF BARS

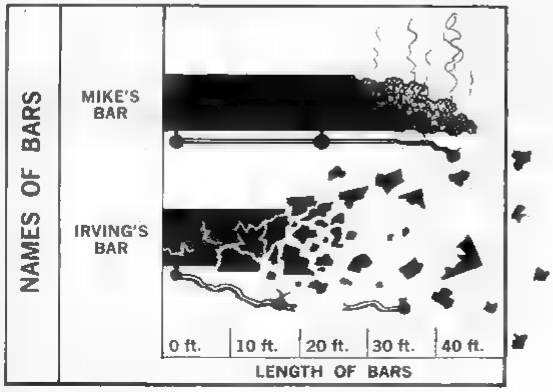
Note how bar graph (below) compares length of Mike's Bar with length of Irving's Bar, bitter next-door competitor.



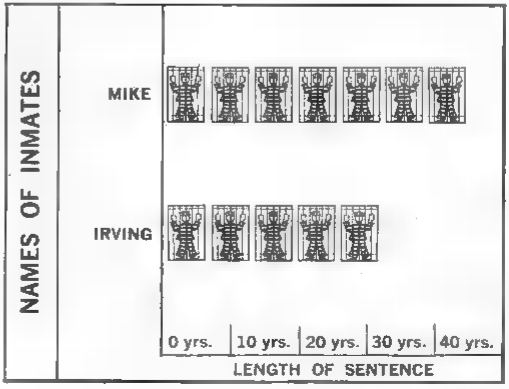
Note how bar graph (below) compares length of Mike's Bar with Irving's Bar . . . after Irving set fire to Mike's Bar.



This bar graph compares length of Mike's Bar with length of Irving's Bar after Mike retaliated with some dynamite.



This bar graph compares length of time Mike and Irving will spend behind bars after both were hauled into court.

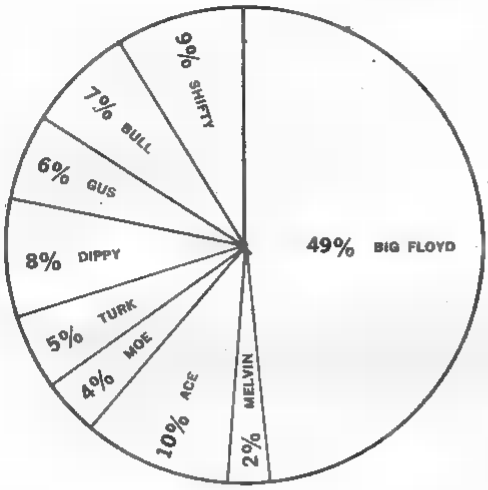


**FOR SALE—CHEAP: 192,000,000 Two-Cent Post Cards—*ARTHUR SUMMERFIELD*

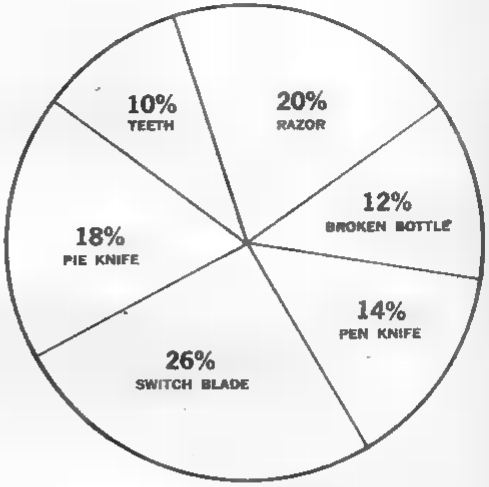
THE PIE GRAPH

THE PIE GRAPH SHOWS HOW ITEMS ARE DIVIDED UP, MAINLY ITEMS LIKE PIES

Pie graph (below) shows how members of Purple Gougers Gang carved up the pie they swiped from corner bake shop.



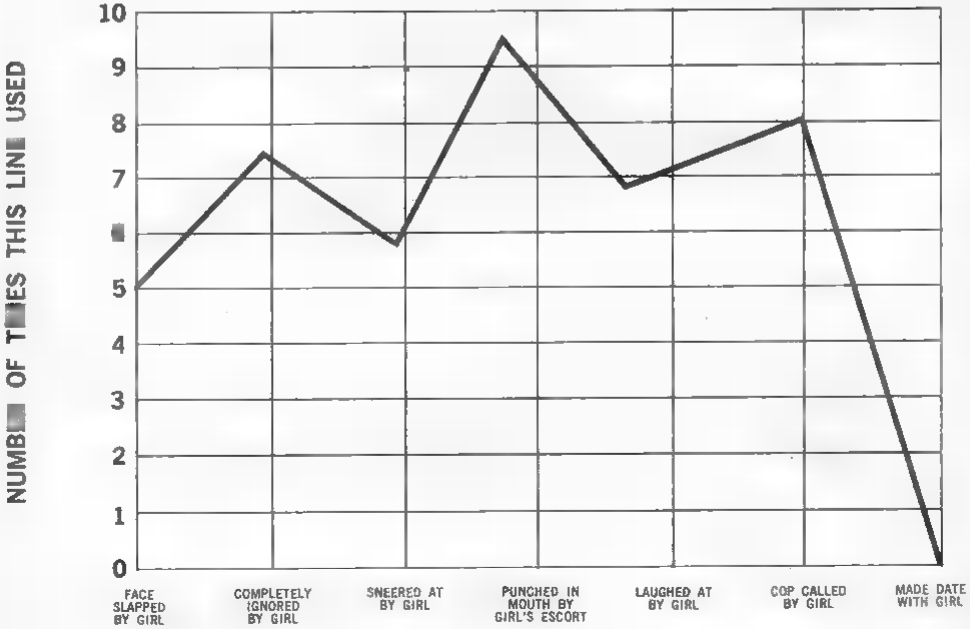
Pie graph (below) shows how rest of Purple Gougers carved up Big Floyd when he tried to hog nearly half of the pie.



THE LINE GRAPH

THE OFTEN-USED LINE GRAPH SHOWS EFFECTIVENESS OF AN OFTEN-USED LINE

The line graph (below) shows various results attained with girls on different occasions when Alfred E. Neuman tried out his favorite line, "Didn't I meet you somewhere before?"

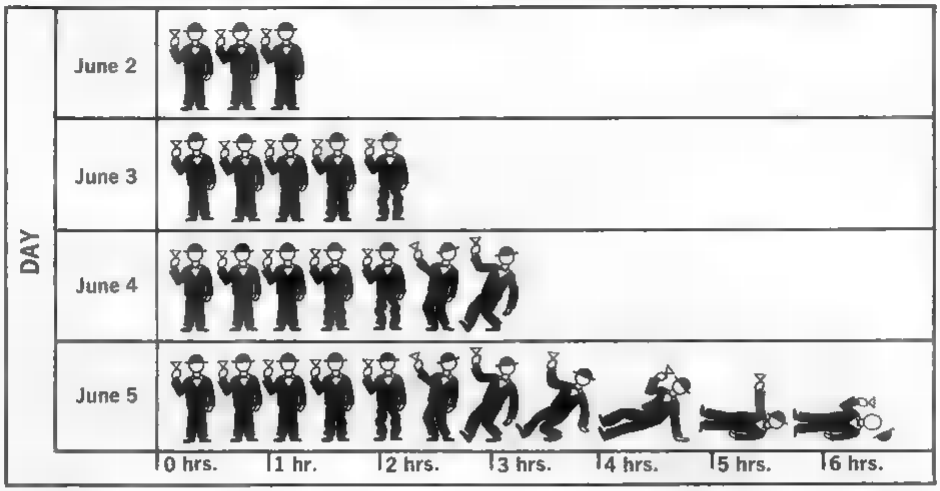


**■R SALE—CHEAP: A ■nce-Played Recording of "Tammy"—■■■ ■SHER

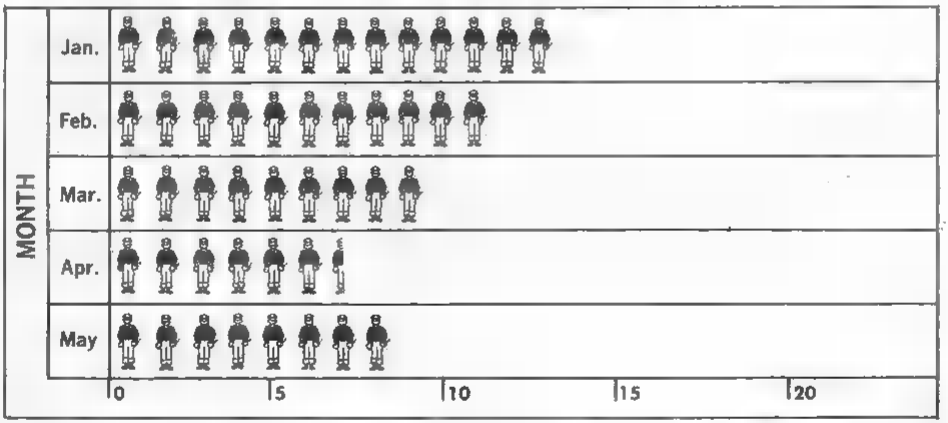
THE PICTURE GRAPH

THE PICTURE GRAPH IS USED SO CLODS WHO CAN'T READ WILL GET THE PICTURE

Note that picture-graph (below) is extremely effective, because it gives you a good picture of exactly how long Wembly Beemis stood in Mike's Bar each day from June 2 through June 5.



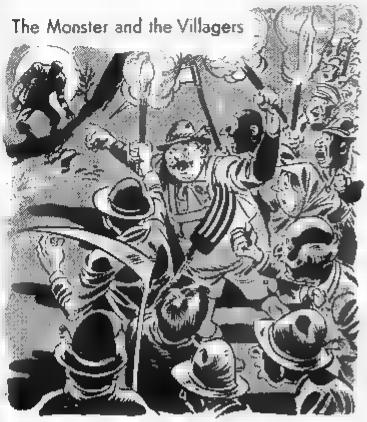
Note that picture-graph (below) is effective because it gives good picture of the average members of the Purple Gougers Gang who participated in rumbles from January through May.



Note that the picture-graph (above) shows only 6½ members of the Purple Gougers Gang participating in rumbles during month of April. Actual photo of the Purple Gougers Gang (below), taken in April after pie caper, proves this is correct. Big Floyd is at right.

Scenes We'd Like to See

The Monster and the Villagers



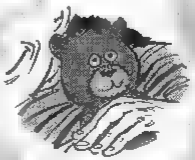
MIND OVER MATTRESS DEPT.

From the time we get up in the morning till the time we go to bed at night, we are faced with problems... like earning a living, keeping up with the Joneses, passing exams, choosing which TV show to watch, etc. However, from the time we go to bed at night till the time we get up in the morning, we are faced with the biggest problem of all! This problem is biggest because it's a result of all them other problems we got during the day. So, here is an article (and just thinking about this article kept us up all last night) covering man's biggest problem...

THE SEARCH FOR SLEEP

Things that keep people AWAKE

Things that help people SLEEP



*FOR SALE—CHEAP: One Dragon Puppet and Entourage—BURR TILSTROM

THE EXERCISE METHOD

Exercise before retiring has always been an excellent method of relaxing the muscles and insuring sleep.

POPULAR METHODS OF

THE SLEEPING PILL

The sleeping pill is still the most widely-used method of inducing sleep.

HOW THE SLEEPING PILL WORKS

WITHOUT PILL, sleep is hard to come by . . . . . .

WITH PILL, sleep comes quickly . . . . . .

THE SELF-HYPNOSIS METHOD

Self-hypnosis is growing more popular each day and should prove effective once the technique is mastered.

INDUCING SLEEP

PICTURES BY GEORGE WOODBRIDGE

. . you toss and turn all night . . . . . and the next day is difficult to face.

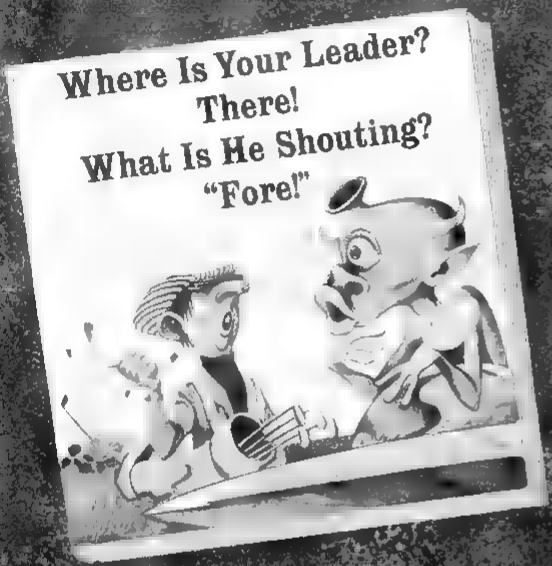
. your slumber is undisturbed . . . . . and the world looks a lot different the next day.

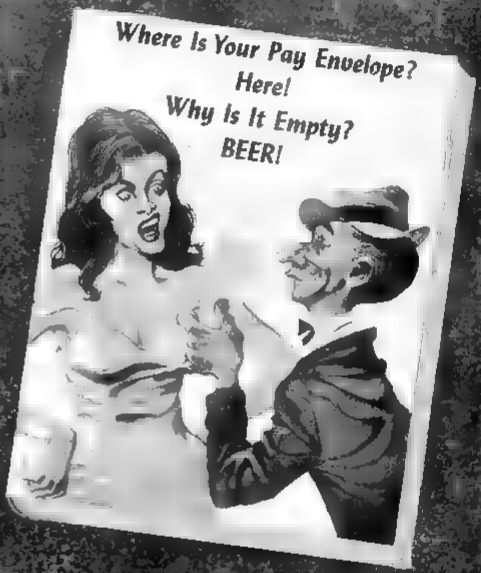
★★★FOR SALE—CHEAP: 1270 Cases of Skippy Peanut Butter—ART BAKER

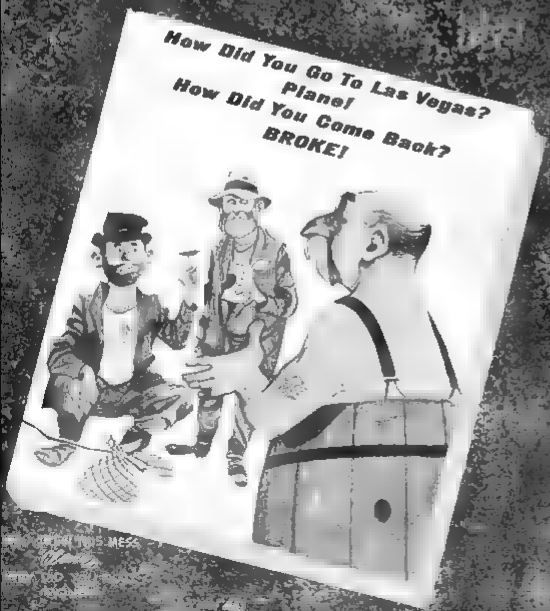
GONE TO GREAT LENGTHS DEPT.

MAD has a hunch that the success of Robert Paul Smith's "Where do you go? Out! What do you do? Nothing!" will start a whole new trend in book titles. So as a special service to readers who want to start preparing in advance for next year's literary chit-chat, here is a selection of

NEXT YEAR'S EXTRA-LONG BOOK TITLES







FOR SALE—CHEAP—10 Suits
Good Condition—Size 38—JACK LEONARD

BOB

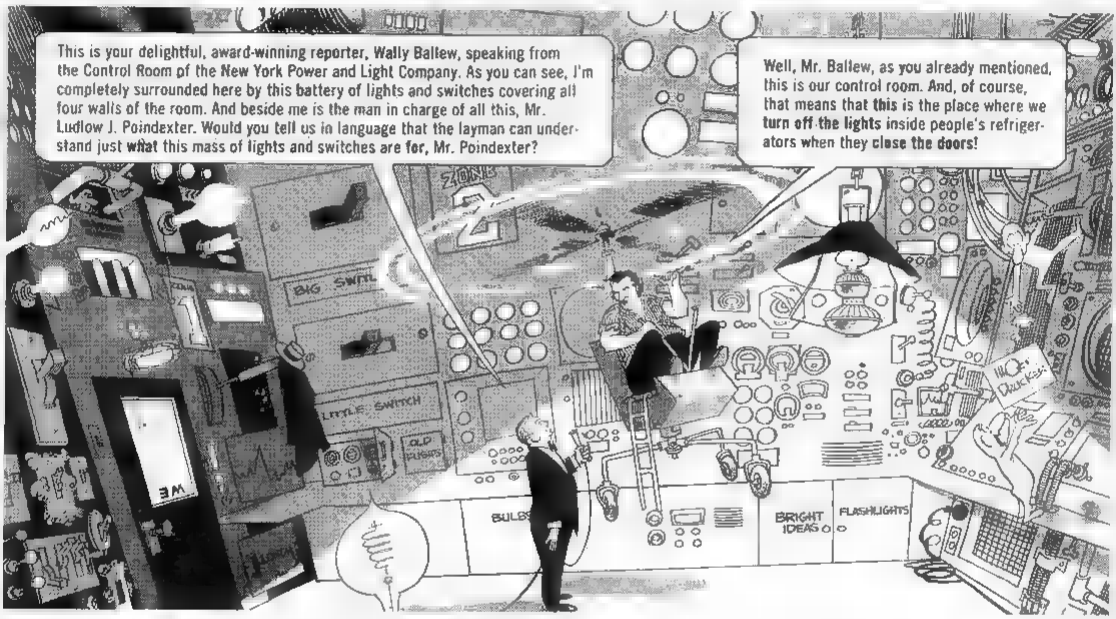
BOB AND RAY DEPT.

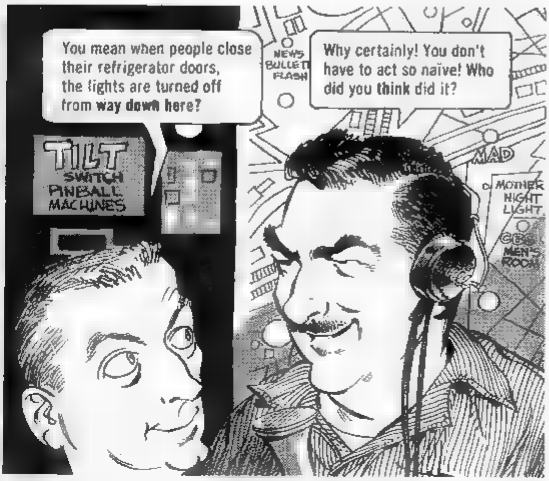
And now it's time once again to interrupt these educational proceedings for a lighter note. Bob and Ray's ace roving reporter, Wally Ballew, is down at the main plant of the Greater New York Power and Light Company. We don't remember why we sent him there, but if you're ready, Wally Ballew, come in with your exclusive . . .

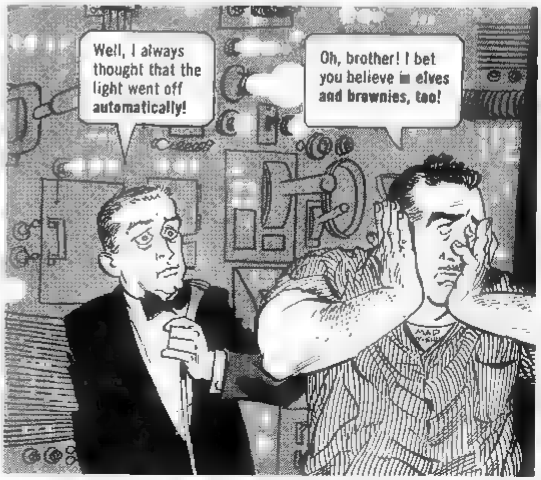
RAY

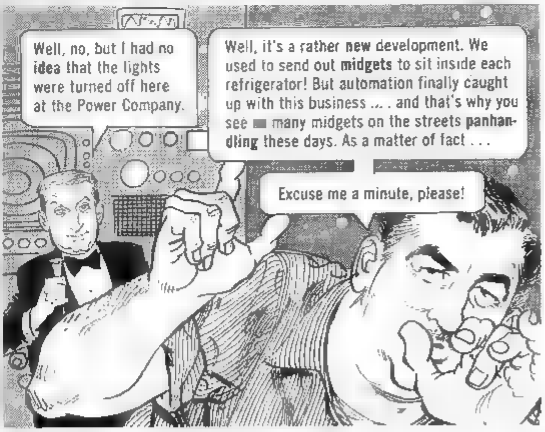
PICTURES BY MORT DRUCKER

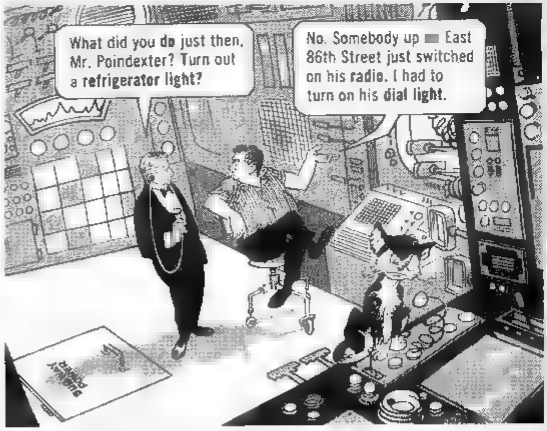
ELECTRICAL REPORT

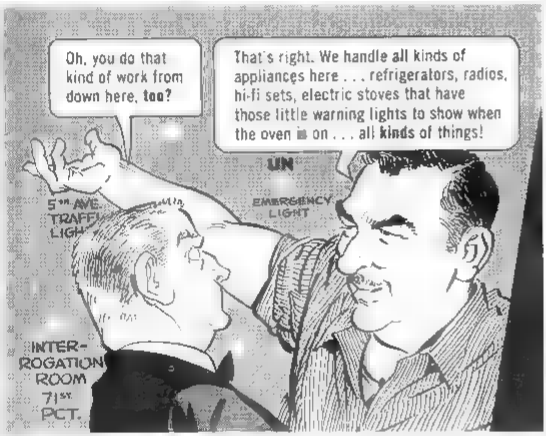


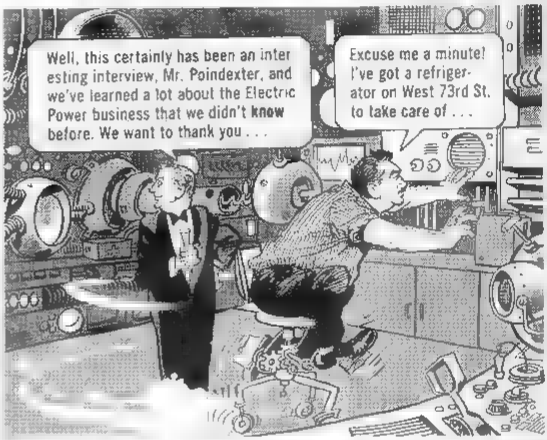


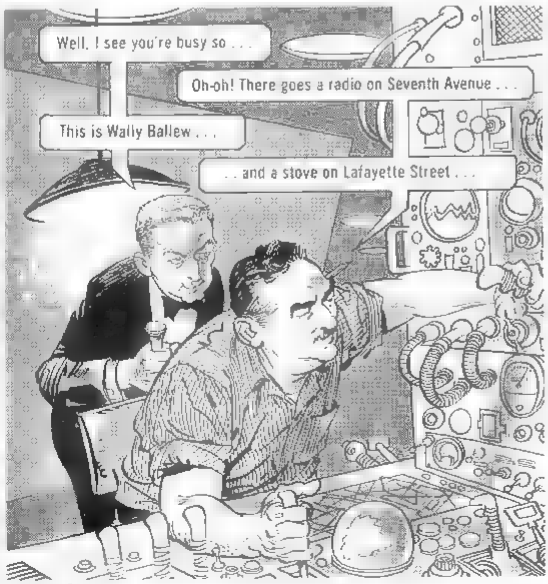


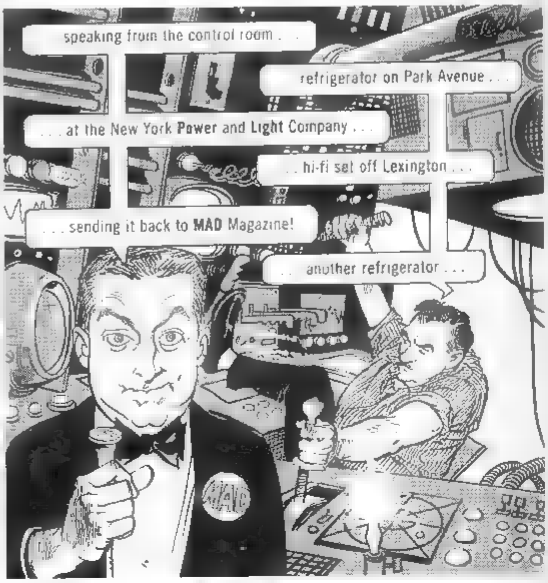








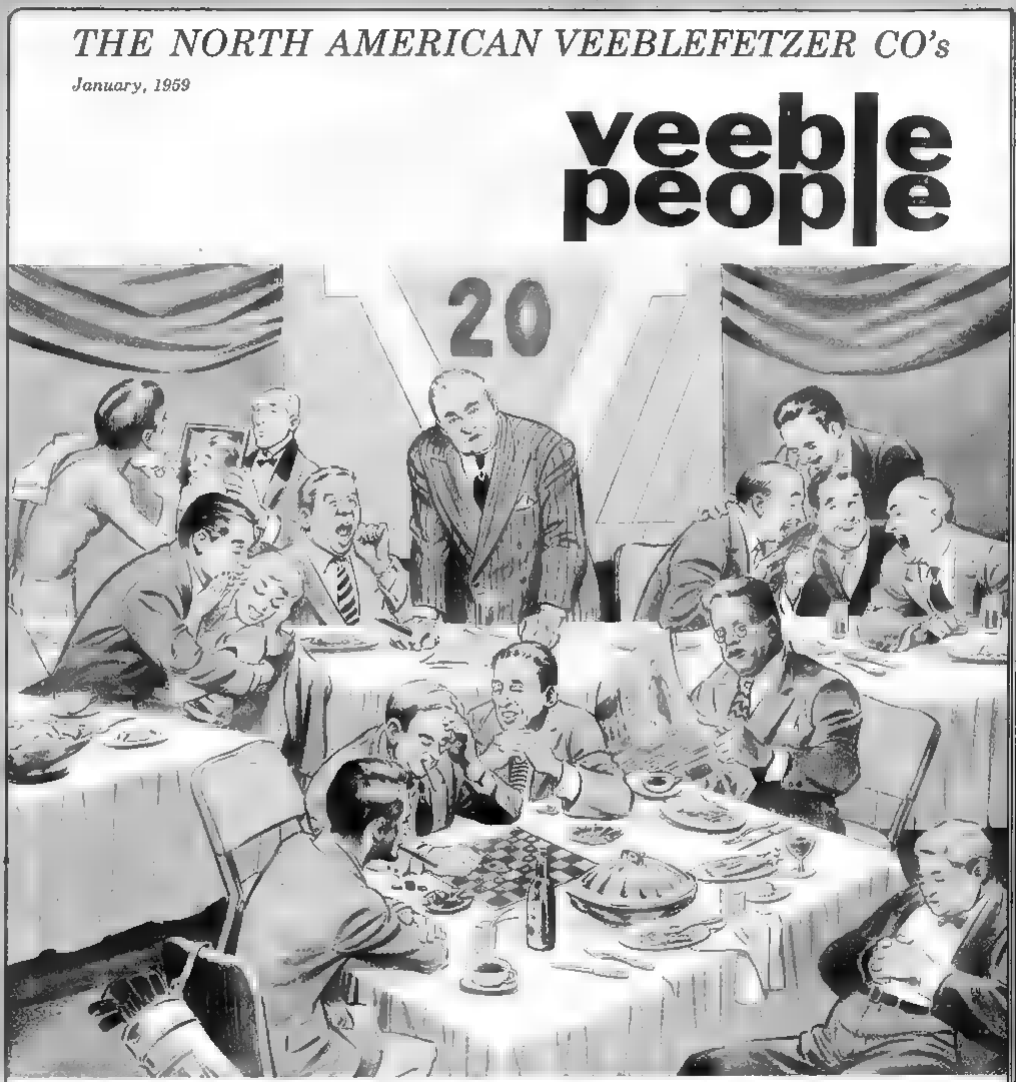




**FOR SALE—CHEAP: 402 Slightly-Used Ping-Pong Balls—JACK PAAR

WORKING PRESS DEPT.

For a long time, MAD readers have been writing in, telling us of magazines that are much funnier than ours. The only trouble is, they're not sold on the newsstands. They're known as "House Organs," and they're published by and for the employees of giant corporations like United States Steel, International Business Machines, and North American Veeblefetzer. Since you're probably not familiar with United States Steel and International Business Machines, MAD now presents the "House Organ" of the best-known corporation in America:



Mr. Elihu Sternwallow, respected President of North American Veeblefetzer, addresses a recent meeting of The 20-Year Club.

PICTURES BY JOE ORLANDO

Union Representatives leave Mr. Sternwallow's office after having completed successful contract negotiations.

Roto-Polishers Granted Many Benefits in New Contract With North American Veeblefetzer Co.

Mr. Eihu Sternwallow, President of North American Veeblefetzer, has announced the signing of a new Union Contract which, Mr. Sternwallow pointed out, will provide numerous benefits for some three Roto-Polishers employed in the "hashing" room of the Akron Plant in Furdsville. The men are represented by The International Brotherhood of Valve-Lifters, Grease-Sloppers and Loganberry-Pickers, Local No. 528.

Under terms of the new agreement, which Mr. Sternwallow described as the most liberal ever signed in the Veeblefetzer Industry, the men are insured against on-the-job accidents between [redacted] and 4 A.M. Mr. Sternwallow announced that the Roto-Polishers will not be charged for the extra accounting work involved in deducting the Insurance Premiums from their pay.

The beneficial new contract also provides for the men to receive Half-Pay for Christmas Day, even though they are not required to work when Christmas falls on a Week-End. Also, they will no longer be docked for time lost in going to and from the drinking fountain. Just for the time actually spent drinking.

Mr. Sternwallow also granted the Union a contract-clause which pledges that North American Veeblefetzer will show no favoritism in the matter of Lay-Offs. In the future, all Roto-Polishers will be laid off at the same time.

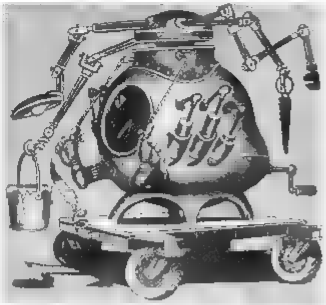
Other fringe benefits of the new agreement provide for: (1) The company will no longer seek to make a profit in charging the men for the machines they break; (2) Roto-Polishers overcome by Ammonia fumes on the job will no longer be subject to disciplinary action; and (3) Fees for using the company parking lot will only be deducted from the pay of those men who actually drive their cars to work.

Mr. Sternwallow also happily pointed out that the contract calls for an immediate 27¢ hourly wage cut.

In signing the contract, the company agreed to stop pumping tear gas into the "hashing" room through the air conditioning system. The tear gas was turned on in an effort to help the Roto-Polishers reach a speedy decision on whether or not to accept Management's contract offer.

**FOR SALE—CHEAP: 125 Slightly-Used Eddie Fisher Records—DEBBIE REYNOLDS

Mr. Sternwallow Unveils New Models At New York Veeblefetzer Show



Our New Model 305-J Proved to be the Rage of the Show

Mr. Elihu Sternwallow, beloved President of North American Veeblefetzer, was on hand at New York's Waldorf-Astoria Hotel, recently to unveil the firm's 1959 models to Veeblefetzer buyers from all over the country.

Mr. Sternwallow reported upon his return that our new model 305-J, with self rotating oil cups and horizontal manifolds, was the hit of the show.

In explaining the new North American models to the visiting buyers, Mr. Sternwallow pointed out that the decorative but useless wings placed on earlier models have been removed for '59; that the familiar chrome ornament depicting a Ruffled Grouse in flight has been moved to the rear of the machine for easier accessibility; and that the Air Pressure Gauge is now calibrated in Liters-per-Cubic Meter for greater confusion.

To the disappointment of some buyers who had been expecting it, Mr. Sternwallow again this year neglected to explain what a Veeblefetzer is used for.

R E ■ I N D E R

Voluntary Contributions to Mr. Sternwallow's Birthday Gift Collection will be deducted from Pay Checks of January 23

GIVE WITH A SMILE

Raunching Rumblings

by Irma Sloven

Seymour Munchner of the Raunching Department became ■ proud papa for the third time November 8th. This time, the new arrival was ■ child.

* * * *

Wilfred Nefty and Helga Prawn of the Raunching Department both took their vacations during the holidays. Quite a coincidence that they both had reservations at the same resort. What about it, kids? Ha-ha!

* * * *

Nasty Flipgart vacationed closer to home this year. Nasty reports that he spent a pleasant two weeks renewing old acquaintances at Dirty Otto's Bar and Grill. Nice to have you back with us, Nasty!

* * * *

Wilmer Bzltz will use the money from his Christmas Bonus to buy a new pair of underwear shorts. Wear them in good health, Wilmer!

* * * *

Familiar scenes in the Raunching Department: Emil Snubblefield missing the spittoon . . . Doris Flugert hitting the spittoon . . . Selma Clutz departing early to see her boy friend on "visiting day" . . . Slippery Malowick doing his riotous impersonation of Mr. Sternwallow . . . Slippery Malowick receiving his 33rd suspension . . . Imogene Pffeiffeffer getting her hand caught in the stapler . . . Howard Marlin drinking "Moxie."

* * * *

Reports From The FRONT OFFICE

by Eloise Schnurd

Mr. Sternwallow is arriving at work these days wearing a lovely pair of orange-and-purple-plaid earmuffs. They make you look years younger, E. S.

Mr. Luther C. Hammerflinger, of Hammerflinger Industries, was a recent luncheon guest of Mr. Sternwallow. Mr. Sternwallow paid the check. Nice going on the generosity, E. S.

Birdie Gruber of the Front Office staff was discharged recently for becoming ill on the job. That's maintaining the old discipline, E. S.

The new "THINK" sign posted by Mr. Sternwallow in the Front Office is drawing a lot of clever comments.

Mr. Sternwallow's nephew, Irving, who joined the Front Office staff as a junior mimeo operator in October, has been promoted to the job of Sales Manager. It's better than going to college, eh, Irving?

veeble people

Published monthly by and for the employees of the North American Veeblefetzer Co., Squalor Heights, Furdsville, Ohio

EDITORIAL STAFF

Elihu Sternwallow, Jr. .....Editor
Owen "Drudge" Glibbish .....Asst. Editor
Francine La Fleshe .....Sports Editor

Pop Schlepp Honored After Fifty Years At North American

Mr. Elihu Sternwallow, distinguished President of North American Veeblefetzer, was the Master of Ceremonies at festivities on November 5th honoring U. U. "Pop" Schlepp for his 50 years of service with the firm. All employees were docked one hour's pay so they could be present for the gala event.

Mr. Sternwallow presented Pop with a lovely deck of playing cards depicting scenes from Estes Park, Colo., on the backs, and the North American Veeblefetzer Glee Club sang selections from "The Bridge on the River Kwai."

Pop Schlepp joined North American as an Accountant in 1908. He became a salesman in 1922, a Janitor in 1937, and an Assistant Janitor in 1950. In accepting his gift from Mr. Sternwallow, Pop told his cheering fellow-workers that he was looking forward to another 10 years with the company, having given no thought to retirement whatsoever.

He was discharged by Mr. Sternwallow the following morning.

Mrs. Sternwallow Plans Country Club Tea

Mrs. Elihu Sternwallow, lovely wife of North American's youthful President, will be hostess to a Tea and Fan-Tan Game at the exclusive River-Bottom Country Club on December 14th.

No employees of North American have been invited to the event.

Announcement

The Management regrettably announces that it is unavoidably forced to call off the First Annual Christmas Party this year.

**FOR SALE—CHEAP: 10,000 Packard Insignias—THE STUDEBAKER CORP.

The President's Corner

Clumsiness was responsible for this unfortunate accident involving the late Woodruff Durfendorfer, a former employee of North American Veeblefetzer.

Exercise Normal Caution And Help Cut North American's Accident Rate!

by Elihu Sternwallow, President
North American Veeblefetzer Co.

Nearly-complete figures for 1958 tell an appalling story involving the rising accident rate at North American Veeblefetzer. At least 257 employees were injured seriously enough to require hospitalization during the past 12-month period. In many of these accidents, employees had portions of their anatomy caught in the machinery, necessitating closely production slowdowns while they were extricated. In a few cases, the machines were actually damaged and even broken.

Naturally, no firm attempting to return a fair profit to its investors can tolerate the degree of clumsiness displayed by North American employees in the year just ending. Entirely too many of our people are coming to regard their Hospitalization Insurance as an invitation to get injured whenever and wherever they choose. I have already dismissed our Plant Nurse in an effort to put a stop to this attitude, and I will take whatever additional steps may be necessary to bring about an improved record in Plant Safety.

Several employees have come to me recently whimpering that the use of outmoded machinery without safeguards at North American is responsible in part for the high accident rate. If this were true, and the machinery were to blame, then *all* of our employees would become involved in accidents. Such, of course, is not the case. No less than *five employees*, myself included, went through 1958 without a single accident!

We must all work together if North American Veeblefetzer is to improve its Safety Record in 1959. As a first step in this direction, I am increasing production quotas, in the belief that idleness leads to accidents. The rest is up to you. Remember—Safety is everybody's business! *This* business, however, is all mine!

Through The Years At North American

5 YEARS AGO THIS MONTH

Mr. Sternwallow increased production quotas in an effort to improve the poor Safety Record rung up at North American Veeblefetzer in 1953 . . . The Company's Bowling Team was eliminated when it was discovered that employees could not afford the alley fees . . . Mr. Sternwallow announced that Government Regulations concerning the re-hiring of Korean War Veterans did not apply to North American Veeblefetzer . . . The First Annual Christmas Party was unavoidably called off.

10 YEARS AGO THIS MONTH

Mr. Sternwallow increased production quotas in an effort to improve the poor Safety Record rung up at North American Veeblefetzer in 1948 . . . Employees were ordered to pause for one minute of silence as the last Model 271-B with optional Air Horn attachment rolled off the assembly line . . . Employees were docked one minute's pay for non-production . . . Mr. Sternwallow announced that he was not interested in Softball, and that the company would not subsidize a team during the coming season . . . The First Annual Christmas Party was unavoidably called off.

25 YEARS AGO THIS MONTH

Mr. Sternwallow increased production quotas in an effort to improve the poor Safety Record rung up at North American Veeblefetzer in 1933 . . . Pop Schlepp completed 25 years of service with the Company and was presented with a lovely deck of playing cards depicting scenes of Estes Park, Colo., on the backs. At the festivities, The North American Veeblefetzer Glee Club sang selections from "It Happened One Night" . . . Mr. Sternwallow announced his refusal to believe that Herbert Hoover had lost the 1932 election . . . The First Annual Christmas Party was unavoidably called off.

50 YEARS AGO THIS MONTH

Mr. Sternwallow, a recent graduate of P. S. 47, joined The North American Veeblefetzer Co. as an Efficiency Expert, and immediately recommended an increase in production quotas in an effort to improve the poor Safety Record rung up in 1908 . . . Experiments were begun in the Akron laboratory to find a use for the Veeblefetzer . . . Management Officials announced that the provisions of the new Sherman Anti-Trust Act did not apply to North American Veeblefetzer . . . A suggestion that the Company hold an Annual Christmas Party was adopted unanimously by the employees, and plans were made. However, at the last minute, the Management was unavoidably forced to call it off.

AND NOW, BECAUSE IT'LL BE TOO LATE NEXT ISSUE, **MAD** WISHES YOU ALL...

A VERY MERRY CHRISTMAS...

STORY AND PICTURES BY DON MARTIN

...AND A HAPPY NEW YEAR!

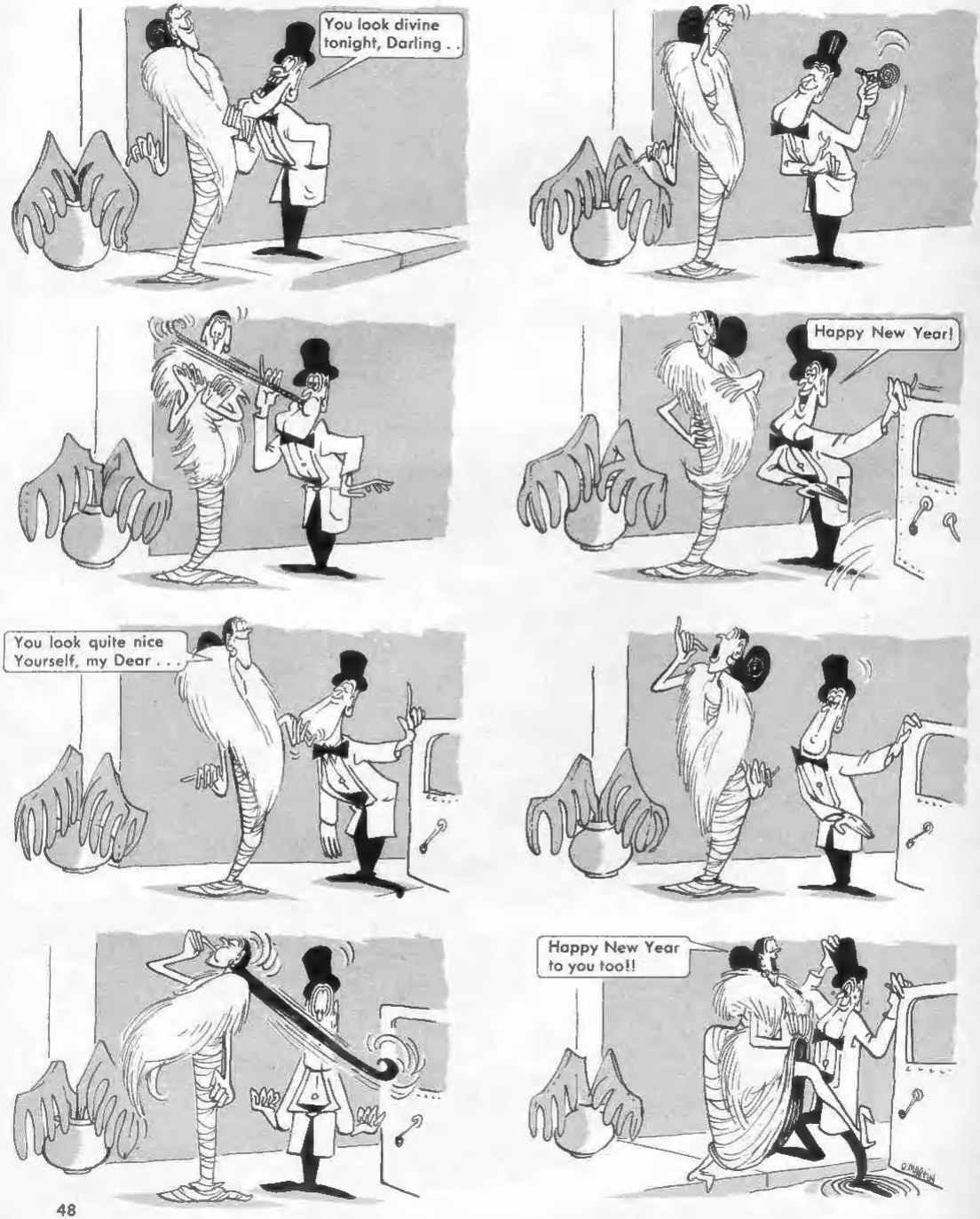


PHOTO BY LARRY MALEMAN (a disgruntled minority stockholder)

YOU'LL BE "CHAIRMAN OF THE BOARD" IN YOUR

MAD T-SHIRT

Featuring MAD's "What . . . Me Worry?" Kid*

*Imprinted in five permanent colors

PROVIDING YOUR OLD MAN OWNS NINETY PERCENT OF THE STOCK!

use coupon or duplicate

MAD T-SHIRTS
225 Lafayette Street
New York 12, N.Y.

Since my old man doesn't even own the business, I guess you'll have to give it to me! Rush my MAD T-SHIRT(S). I enclose $1.25 for each shirt, and I have carefully filled in my size(s).

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NO. OF SHIRTS _____ SIZE(S) _____ ◀ CHECK CHART BELOW

AMOUNT ENCLOSED AT $1.25 each _____

BOYS & GIRLS					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
24"— 27"	BS	27"—31"	BM	31"—34"	BL

MEN & WOMEN					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
34"—37"	MS	37"—41"	MM	41"—44"	ML

KELLY FREAS